DECEMBER 1970

Canada's only Vending Magazine with

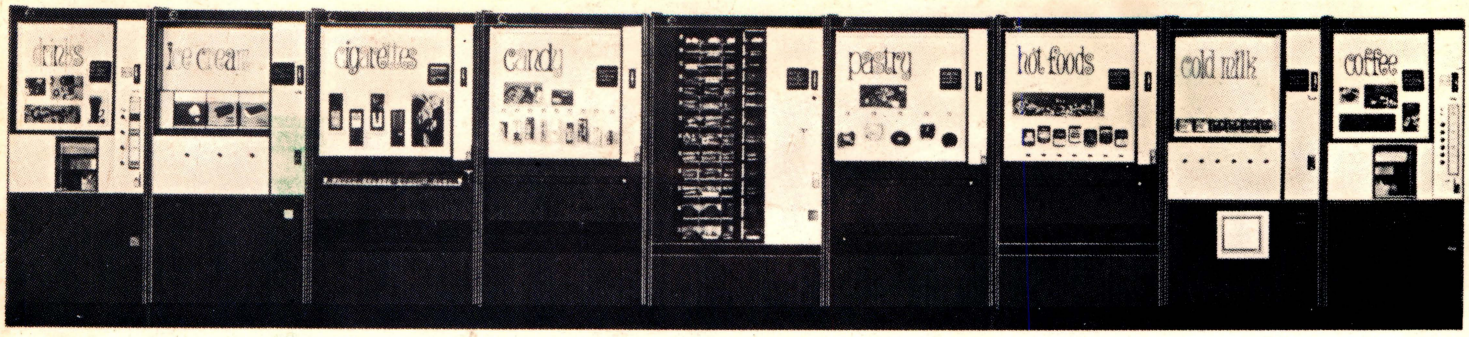
certified circulation ccab

Canadian Vending

The Voice of Automatic Vending in Canada

WISHING YOU A HAPPY & PROSPEROUS

NEW YEAR



Why we're not just another pretty face.

1. Our Ice Cream vendor has a superior cold compartment design. All timing adjustments are outside, so cold can't escape, and moisture can't enter.
2. Our Cigarette vendor has a new drive motor for greater reliability.
3. Our Candy, Pastry and Hot Canned Food vendors have new overload plunger assemblies. For greater durability.
4. Our All-Purpose vendor has a new coin mechanism permitting selling prices up to $1.00, changemaker, and an easily changeable illuminated pricing strip. Plus indestructible lexan delivery doors.
5. Our Carton Milk vendor has a new positive mechanical empty system that eliminates the need for bulky weights.
6. Our Coffee vendor has a new improved brewer. Plus new tasteless tubing to assure pure fresh flavor. It can make more rich and flavorful cups per pound than any other machine on the market.
7. Every mechanical part in the Award line has been time-tested to give you the utmost in dependability.
8. Only the most advanced materials have been used. Indicator lights are neon. Display glass is ⅛" tempered glass mounted in shock absorbing vinyl supports.
9. Black vinyl trim and heat convertible polyester painted kickplates resist damage, abuse, and fingerprints.
10. The instruction, coin slot, and push-button areas are made of patented shadow finished stainless steel to stop smudges and food stains.
11. Standardized pop-out T-handles allow use of single key for the entire bank.
12. The polyester painted kickplates swing open for easy cleaning and refinishing.
13. Our Cold Drink vendor has a new ice-making system. It can serve more cold drinks in a 24 hour period than any other machine on the market.

These are just 13 reasons why the Award line is not just a pretty face. We could have listed over 50 more. Design improvements. Material improvements. Mechanical improvements.

All of which add up to the fact that our beauty's more than skin deep.

Represented in Canada by

ROCANCO INDUSTRIES LIMITED

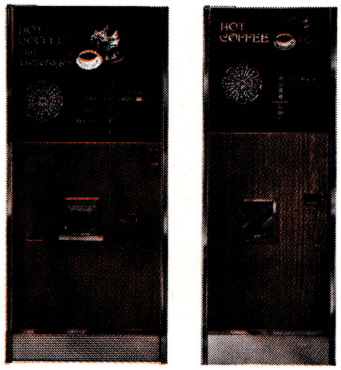
6300 Viscount Road, Malton, Ontario
9341 Cote de liesse Road, Dorval, Quebec

The answer to the profit squeeze...

It's called Avenco Dual Price. (Customers can choose between a large 15¢ serving and a regular size 10¢ cup of coffee). It's the product of our Executive Series, and it's an honest answer to increased coffee profits. In fact, operators report they have boosted weekly profits from $10 to $30 per machine. Up to $1,560.00 annual profit *plus* per machine.

Everything about our dual price vender says take the initiative to "punch up profits." It offers delicious fresh brewed coffee, four ways. Plus whipped hot chocolate, hot tea or hot soup.

And it's an incredibly simple machine with the most efficient brewer in the industry (which means a more consistent cup of coffee day in, day out). Comes in dual sizes, too: 1000 cup or 500 cup. Either one can go a long way to eliminate your profit squeeze. Write or call for information about the Avenco Dual Price answer.



Cornelius has it!

Cornelius®

Cornelius Manufacturing Company, Ltd.
385 Carlingview Drive, Rexdale, Ont.
(416) 677-4974

CAMA
canadian automatic merchandising association
L'ASSOCIATION CANADIENNE D'AUTO-DISTRIBUTION

Slug Information Needed!

732A SPADINA AVENUE
TORONTO 4, ONT.
927-2871

Slug Information Needed!

Recent reports from operators in the Montreal and Toronto areas indicate an increase in the use of slugs. It is understood that these are being sold openly in some areas. The problem has been discussed with government and law enforcement agencies, and any long term improvement must come as a result of changes in the criminal code. At present it is only an offence when a slug is put into a machine with intent to defraud. CAMA would like to see the manufacture and sale of slugs with intent to defraud included in the criminal code. Before making a presentation for such amendments, it has been decided that information on the slug and foreign coin problems within the industry be determined, and that operators report the types, quantities, and regional areas where they are found. In addition, it has been suggested that operators should take any such coins or slugs out of circulation. CAMA has prepared a reporting form for operators to complete. Your cooperation may save you money!

$3,000 Presented to Variety Club by CAMA

A cheque for $3,000 was presented to Variety Club at its November meeting. This money was the proceeds from the "Vending Has A Heart" promotion conducted by vending operators and theatres across Canada last year in cooperation with Canada Dry.

CBC to Show Film on Vending Industry

The Canadian Broadcasting Company features Canadian industries on its program "Analogue".

They have recently filmed various segments of the vending industry in cooperation with CAMA, and this will be shown at a later date.

CAMA hopes this will be a public relations benefit for the industry, and that more such publicity will be given to vending.

Vending Service Training Continues

Twenty-three service personnel are now taking the part-time course in electricity at Humber College in Toronto. Similar up-grading of present servicemen is being done in Montreal. Full time courses under the Canada Manpower Re-Training Program are continuing in both Waterloo, Ontario and Montreal.

Are You Doing Your Part on CAMA Membership?

As a member of CAMA you are showing your support in its work on behalf of vending operators and suppliers.

Some of the work does not get publicized because it is felt unwise to do so. But quick action by CAMA can eliminate or reduce a real problem before it reaches the operator level.

To be more effective, we need more members. If you are an operator, why not encourage a fellow operator or one of your suppliers to join CAMA. If you are a supplier representative, you must call on one operator who should be a CAMA member. With 1971 just around the corner, now is the time to approach that prospect. And if every member brought in one new member, we would double our membership, our effectiveness, our member services and our finances within one year. Please do your part!

1971 Vending Convention May 12 - 14 — Toronto

The 1971 Convention and Trade Show will be held on May 12-13-14, 1971 at the Skyline Hotel in Toronto.

Exhibits will be set up on Tuesday, and open Wednesday, Thursday and Friday afternoons. A new feature will be the opening of exhibits on Thursday evening to allow local service personnel to attend.

Convention Chairman is Tony Esposito of Oshawa. Details concerning exhibits will be available shortly.

CAMA Discourages Use of Foreign Coins in Sales Promotions

A recent wave of sales promotions involving foreign coins brought action by C.A.M.A. on behalf of coin-operated equipment operators.

Fortunately, through discussions with the parties involved, coins which might have created problems for vending machines were withdrawn in one instance. In another case, the promotion could not be withdrawn but the number involved is considerably smaller.

Meetings with government officials disclosed that the importing of foreign coins for such purposes is perfectly legal under present legislation, but the matter will be brought to the attention of the government.

New Packaging Legislation May Affect Vending

New Packaging and Labelling Legislation has been introduced by the Federal Government in response to complaints from consumers of misleading packaging and labelling, and the need for more information which is meaningful to the consumer. Coupled with this is a new Weights and Measures Bill. CAMA is examining the effect of this proposed legislation on the vending industry.

Make it an Ideal choice.

With no less than fourteen models to choose from, there is an Ideal model designed for your particular need—for bottles or for cans—upright or horizontal—venders or coolers—Ideal make them all, superbly, and they are designed, engineered and manufactured in Canada.

Ideal Venders—a division of Eddy Match Company Limited,
Suite 190, 10 Wynford Heights Crescent,
Don Mills (Toronto), Ontario.
615 Dorchester Blvd. W., Montreal, Quebec.
70 Dundas Street West, Deseronto.

ideal VENDERS

WHAT'S NEW ??

Further Tests of Plastic Soft Drink Bottles Being Carried Out By Coca Cola and Monsanto Chemicals

Last summer, the Coca Cola Company, in conjunction with the Monsanto Chemical Company, carried out tests on the former's drink in the latter's new plastic containers. Without fanfare, the plastic held "coke" was turned loose in Massachusetts and Rhode Island cities of New Bedford, Boston and Providence. Monsanto's bottle is known as the Lopac and although it came through the tests reasonably well, it has since been further improved as to strength, clarity and colour. The closing cap has also been changed from the long-used crimp type to the Alcoa aluminum screw type as used on glass no-returns.

The improved packaging of coke is on test in the same area, New Bedford. It is to be a more complete marketing effort with special advertising and it will take place over a wider variety of temperatures than previously. Sweden has been using plastic-disposable bottles for some time now and they have been commercially and ecologically more compatable than anything used to date. Plastic bottles, though far from being the complete answer to the trash and litter problem do at least offer the safety of a container which does not shatter, making recovery difficult and which does not present an injury potential to humans and animals.

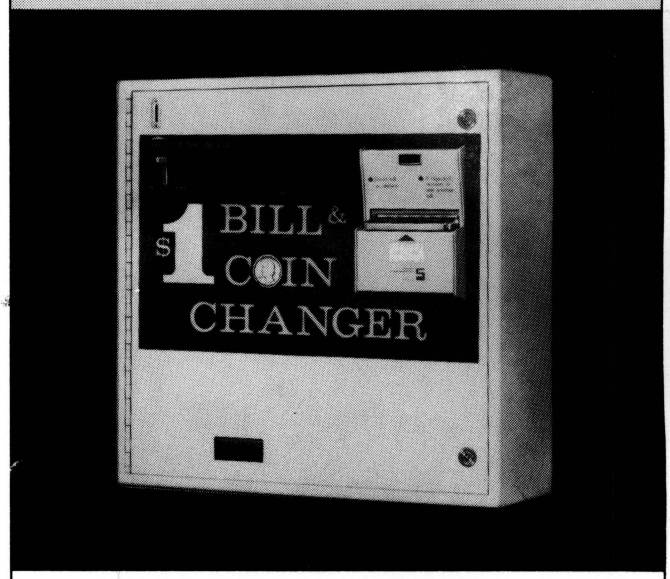
Operators and Unions—U.S. Courts Rule Unions Do Not Have Authority To Bargain Over Food Prices

As they go about their business, Coin Men in Canada have been forced to come more and more into contact with members of Unions. They have had to deal with those of their own employees but much more frequently they have been compelled to take serious notice of those on the premises of their customers. In big Industry, the Unions have and are getting an ever larger say in how those firms shall be run in connection with workers' welfare. This means refreshment and feeding. It means facilities for shift and weekend workers, equipment siting and to some extent product. As an example, when some few years ago the workers of a major bottler of a well known brand of soft drink went on strike in Hamilton, there was boycotting of Vendors serving that particular line in factories in Southern Ontario.

Most Operators go along with the Unions in view of the fact that their members are often the Vendor's best customers. Sometimes, however, Unions press a little too hard and want a large say in contracts between Operators and the owners of premises; this is something most Vendors find intolerable when it comes to a question of pricing. Ops here will be interested to note that in two large cases of this sort in the U.S. the courts have initially ruled against the Unions.

Westinghouse was one case in point — a more recent one involved a Union vs. the McCall Corporation.

How much will this $1 bill and coin changer increase your sales?

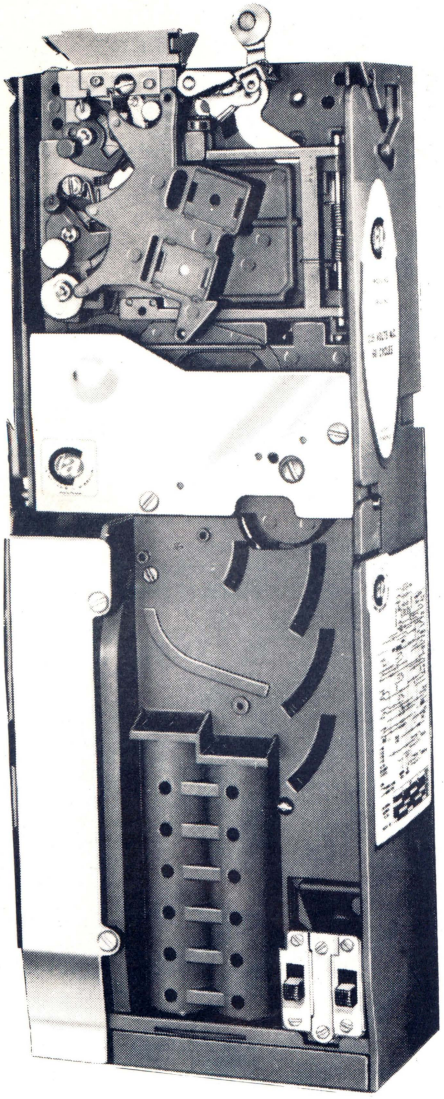


Some say 15% to 20%, others as high as 30%, 40% and 60% (even we're hesitant to claim that much, but we've got the letters to prove it). But whatever anybody says, we *know* a change-maker will increase *your* sales substantially.

Why? Because when your customers have the correct change for coin-operated machines immediately available, they respond to the impulse to buy. And they buy *more.*

Change-Makers are sales-makers. We know, because we've been building quality changers and people's sales since 1955. Write for full information today!

Standard Change-Makers
1355 Beaumont
Montreal 304, Quebec, Canada
Tel. (Area 514) 735-0413



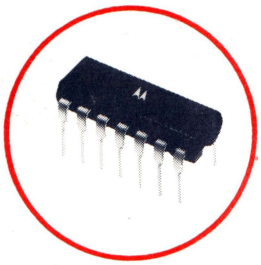
NEW coinco®

COIN CHANGER, revolutionizes coin equipment!

"Liteweight"
Electronic Coin Changer
EH-9400
15¢-20¢-25¢
Nickle, Dime Payout

EJ-9400
15¢-20¢-25¢
Nickle, Nickle Payout
ONLY $110.53

HERE'S HOW: ✡ 6½ lbs. lighter. ✡ Cuts your freight costs. ✡ Integrated Circuits eliminate 104 parts. ✡ Highest dependability. ✡ Increased strength and resiliency. ✡ Won't rust. ✡ Resists stains, corrosion, humidity. ✡ Defies wear. ✡ New DC motor runs cooler...lasts longer, delivers more power. ✡ Carries UL Self Extinguishing Rating SE-1. ✡ Electronics guaranteed for 5 YEARS.



MOTOROLA IC (INTEGRATED CIRCUIT)

Newest miracle in electronics! Gives better service! Increases Profits!

Now, this tiny electronic workhorse gives new dimensions to the words "dependable" and "accurate". Computer tested, just one Integrated Circuit will do the job of 50 conventional transistors, diodes and resistors. 104 fewer parts, and better service means greater profits.

The reliability of the tiny IC made America's moon landing possible. Electronic engineering, for space exploration, put miles of wires and relays into new and minutely compact dimensions. Each IC is individually protected against moisture and humidity, in an environmental seal of thermoplastic. Requires no electronic know-how to operate or maintain. Credit System has no moving parts to wear out. More accurate in counting function. Solid State Pack not affected by moisture or temperature. *And* . . . it's easier to change price, by just selecting correct switch combination.

GENERAL ELECTRIC NORYL* RESIN

The entire housing, and all possible parts of Coinco's new "Liteweight" Changers have been constructed of General Electric NORYL.

Noryl can take it! It takes rough handling and wide variance of temperature. Won't rust or corrode. It resists moisture, humidity, chemicals and stains. It is structurally stable: won't warp, distort or change dimensions. Another big plus—weight is absolutely minimal to reduce handling and shipping costs. Greatly reduced weight and extra strength of the Noryl changer protects it against impact damage. Only Coinco offers Noryl to the vending industry to bring your operating costs down . . . and your profits up.

* Registered Trademark of the General Electric Company

GENERAL ELECTRIC NEW DC MOTOR

Another plus for Coinco's NEW "Liteweight" Changer: More powerful GE DC Motor is only 1/2 the size and 1/5 the weight of conventional AC motor. It runs cooler and has superior stall characteristics to avoid over-heating. Eliminates motor replacements. This tiny "giant" revolutionized coin equipment by making possible this whole new line of changers. It has proved beyond all doubt to be more dependable, safer to operate, and longer lasting . . . to increase your profits!

ORDER TODAY! Take advantage of these advancements so COINCO can continue to serve you with the best possible equipment, *without raising prices.*

ANOTHER FIRST FOR

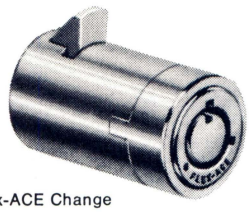
coinco®

COIN ACCEPTORS CANADA, 878 Progress Ave., SCARBOROUGH, Ontario

Chicago Lock's Security Policy...

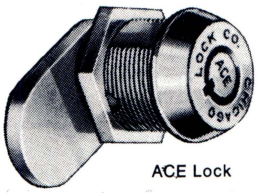
Chicago Lock Company Flex-Ace®, Ace®, Ace 21®, Underwriter's Approved and Hidden Tumbler Locks have protected more money in more coin-operated equipment than all other locks made over the years. Our policy of standing behind our products is well known and is augmented by a continuing program of research and development to provide our customers with the utmost in security. Each operator of vending equipment can make these policies meaningful by keeping a rigid key control for the locks on his equipment.

ACE® MAXIMUM SECURITY LOCKS



Flex-ACE Change Combination Lock

UL Listed ACE Lock



ACE Lock

ACE 21 Lock

ACE "Hidden Tumbler" Lock

The Chicago Flex-Ace locks offer the operator immediate change of tumbler combination in seconds, on location, without removing the lock from the machine.

Chicago Underwriter's Approved locks with 20 tumblers, including sleeve tumblers operated by special cut keys, give maximum security.

Standard Chicago Ace Locks have many improved features designed for security and are available in many different styles.

Chicago Ace 21 Locks actually resist tampering. Unauthorized attempts at entry will result in the lock turning a few degrees to a false setting without opening. The Ace 21 lock can easily be restored to operating position by insertion of the properly coded key.

Chicago Hidden Tumbler Locks are designed so that tumblers are "hidden" and cannot be directly engaged through the opening of the lock. This lock features a patented key specially machined from high tensile alloy steel for added protection.

These are solid reasons why you should insist on one of the Ace® maximum security locks that best meets your security requirements.

CHICAGO LOCK CO. 4315 W. Belmont Avenue • Chicago, Illinois 60641

Maximum Security Locks Since 1920

50TH ANNIVERSARY 1920-1970

Canadians Attend NAMA Convention

The C. A. M. A Executive during meeting at Chicago. Mr. Don Hoffman was chairman, with Mr. Barney Marsh, Executive Secretary of C. A. M. A. at his right.

A large delegation from Canada attended the NAMA Convention in Chicago this. An open board of directors meeting was held on Sunday at which the President of NAMA Dick Schreiber welcomed closer cooperation between the two associations.

Displays of vending equipment, products and supplies were the largest ever shown at the convention.

Various speakers emphasized the need for adequate profits in order to maintain the type of service for customer satisfaction, and to attract investors to the vending industry.

Operators Opposed to Odd-Cent Pricing

Replies to a questionnaire distributed by NAMA indicated that operators were opposed to odd-cent pricing.

Micro-Wave Ovens

"Health hazards from Micro Wave Ovens can be eliminated with proper regular maintenance" claimed Dr. S. Hopper, chairman of the Dept. of Public Health, Indiana University Medical Centre, Indianapolis and NAMA consultant. Cleaning of ovens and doors with water and a detergent will remove any build-ups of gravy etc. which tend to act as a wedge and allow leakage.

Routeman Training

Another session dealt with routeman training with the use of illustrated job descriptions printed by manufacturers of equipment, and the addition of slides and tape recorder.

Data Processing

A panel of operators cautioned that while Data Processing service was of value to their own firms, operators should take one step at a time so that they can utilize the information that EDP produces. Costs were based on the service provided but ranged from $400.00 per month to $800.00.

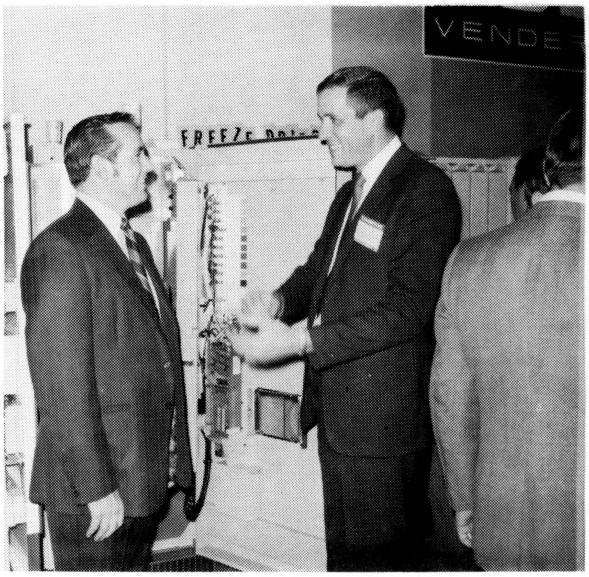
Canadians at Vending Show

Ted Grand of Navend, Toronto.

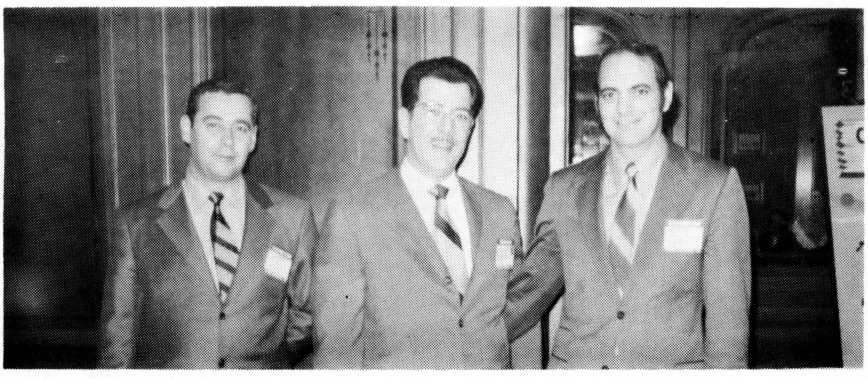
Jean Coutu, Laniel Automatic Machines, Montreal.

Don Hoffman, Amco Services, B. C.

Mr. Charlibois, of Rocanco, Montreal.



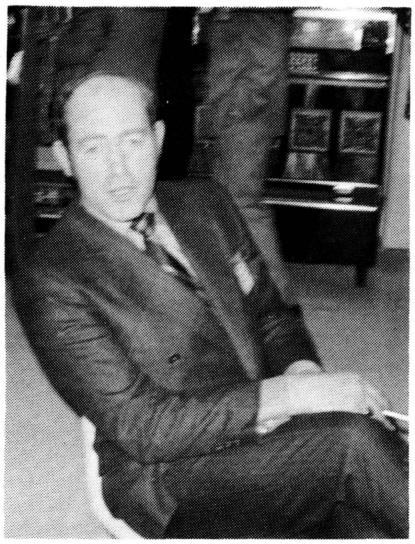
Jay Moyer of Moyer Diebel giving "A Sales Pitch", at their booth display in Chicago.



Centre is Andy Peloquin of Pepsi Cola, Montreal.

Mr. & Mrs. Larry Smith of Chocolate Products, Toronto.

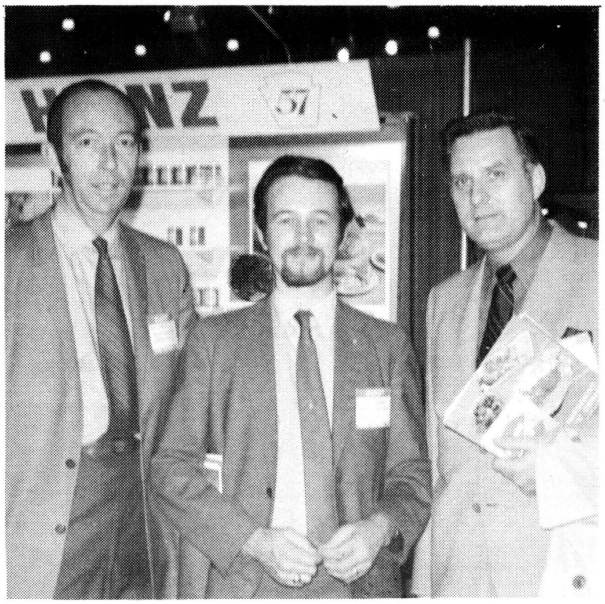
Canadians at Vending Show

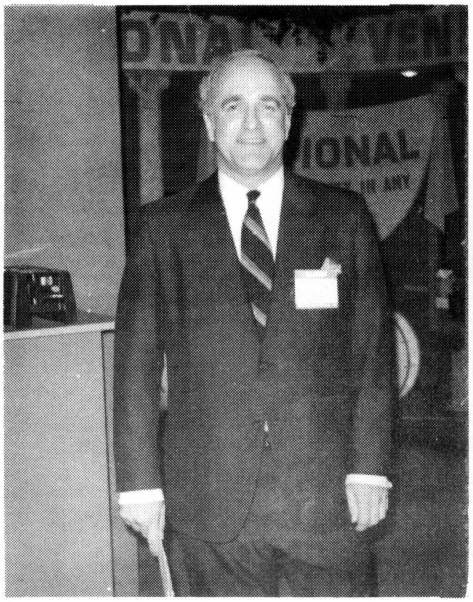


Brendon Sullivan of Sullivan Distributors.

Ken Adams

Daryl Bridges of Rothmans

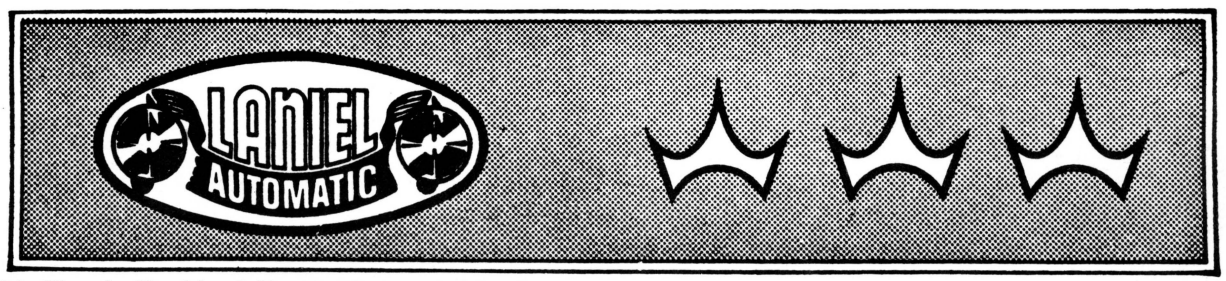




Greetings

AND BEST WISHES FOR A HAPPY

Holiday Season



151 Chemin Rockland Road, Montreal 16, Que. **Tel. 731-8571**

"Anatomy of Profitable Pricing Problems"

Dr. D. R. Webb—Marketing Professor—U. of Missouri School of Business & Public Administration

An Investment Analyst Remarks On U.S. Vending and Food Service Firms.

A Difficult Problem -- Some Effective Methods

Dr. Webb started his lecture on Pricing in the Vending Industry by saying his stand on the matter was one of "thoughtful uncertainty." However, he would put forth some observations about methods which had proven effective for some Vending companies. His main points.

* Price of an article usually determined by all costs plus a satisfactory profit margin. Profit margin determined by volume and competition. Real costs to be accurately determined, otherwise meaningless. Viables —profit, costs by size, quality, mix, service.

* Merchandising, personal selling, display, service all elements in marketing mix. Deterioration in any can reduce effectiveness in customer's eyes.

* Change— gradual in nature, therefore Vendor must be sensitive to it in his marketing mix—the collective impact of changes such as cost over a period of years must be appreciated.

* Most Vendors say pricing policy's aim is to maximize profits. "I would suggest a **satisfactory profit** would be a more accurate description of your profit objectives. Regardless of variations over the long run, satisfactory profit still requires a set return above total average costs. Long run profit generated by satisfactory service, satisfactory quality and quantity of merchandise, better location service than competitors. Your price and price policy play major roles in accomplishing all these goals.

* When market conditions make it necessary to change your pricing policy, inevitable issues arise, they must be examined.

1) If I raise my prices and my compeitors do not, what will happen?

A) The Pleasant Possibility is that your customer accepts the rise as necessary and keeps you on.

B) The Unpleasant Possibility is that the account may go to your competitor who offers lower prices. He may do this because:

(1) Though his costs are the same as yours he doesn't know it. This is dangerous competition and though he won't last, he's a nuisance while he does.

(2) Though his costs are the same as yours, he may offer or appear to offer service, product or image more acceptable to the location.

(3) His costs for the same quality and quantity you give may be lower.

In the case of both (2) and (3) you can take positive action.

* Customer resistance to increased prices will be less when:

(1) His own income has been raised—especially just after a raise.

(2) Price increases are universal.

(3) Clear preference for better quality, quantity or convenience is shown by a group of consumers.

* Consumer resistance to increased prices will be greater when preceding conditions do not prevail or are reversed.

* Pricing policy is also dictated by the judgment of consumers on the fairness and appropriateness of prices. They consider:

(1) Comparable prices items for item in other outlets.

(2) Relative prices of complementary or substitute items.

(3) The justification given for price increases.

(4) The convenience factor—is it worth going elsewhere for a lower price.

(5) Past experience with a firm—its image.

(6) Acceptance of price by others of the same group. If a vending firm analyses customer's probable reaction to price as above, it should be able to reasonably, accurately appraise customers response before an increase is put into effect.

* Other considerations in Pricing Policy—

In an inflationary economy, price increases are inevitable. Vendors need a programme of **location analyses.** Your firm must ask itself these questions.

(1) Do you frequently discuss costs, volume, futures with account?

(2) Is your firm on a sound basis to raise prices by its past performance as to service and quality or will the account go to another?

(3) Have you a positive programme for supporting price changes. Have you conditioned your accounts to them?

Need for Price Changes should be made gradually and consistently to locations—don't pull the unexpect-

ed. Does the account know that if prices of labour or materials drop, you will pass along the savings to it? If so, you will have a better image and the account will be more faithful to you.

* When you know the answers you can develop a programme for selling your client on the need for price changes when it arises. This is important for the future when prices will rise even more. Essential elements found to be successful are:

(1) Explain costs to the account, past and present —do it clearly and concisely—don't confuse with too much material.

(2) Explain costs to your own people, particular point-of-sale personnel, hostesses, routemen. Everyone in your firm must be a persuader for your policy.

(3) Meet with executives of your client who make vendor (or food service) selection and evaluate. They select you or others. Make it an important meeting—show clearly figures relating to increases of all your costs since prices were last set. Show cost of breakdown for other firms of a similar nature to yours—show in dollars and percentage—leave data in form with account for reference purposes.

(4) Present alternative to customer for dealing with your problem of cost—price squeeze—project price—value influence on gross margin anticipated from a given price increase. Suggest reduced commissions.

(5) Present a detailed listing of your efforts to offset rising costs—show that you have tried to forestall a price increase, e.g. installation of better equipment, improved route operations, better trained personnel, selective price increase, elimination of unproductive locations, reduction of overhead, sales efforts to spread fixed costs over large base.

If Account is receptive to or will go along with price changes, tell it how they will be introduced. Brief supervisory and route personnel to help customers at point of sale understand need of new prices. Printed explanation, signs at locations explaining need of increases—point out improvements in quality/quantity if possible. Suggest client, in house organs, inform his work people that management understands and accepts need of new higher prices.

* Upping Prices is a selling situation—you should use every sales tool you have to sell increased prices—use analogies, comparisons, your holding of prices for years whilst prices of things you couldn't control rose —similar problems which the location has experienced.

* After prices are put up, concentrate on quality and fair prices at all your locations. You will probably lose 20% - 25% of sales initially but much of it will return—try to make it return quickly. Don't emphasize price—emphasize quality and service.

* Only about 20% of accounts visited said that vendors ever made an approach or presentation on the lines of the foregoing to them. Venders and customers should work out problems mutually.

* Vendors are a secretive group—they could help each other if they got together more than they do. First hand experience can then be expensive and powerful—find out what others are doing and have done.

The Lady Director of the U.S. Mint Told Vendors They Needed an Adequate Supply of Coins and Perhaps 50c and $1.00 Circulating Coins

Coinage in particular, money in general presents continually changing problems for not only Governments but also the Automatic Coin Machine Industry. One would think that it would be a relatively simple matter to produce coinage suitable for all everyday usage, particularly in a day when the great majority of monies—coins or bills are little more than tokens. But, it isn't, in this complicated age such considerations as availability of metals, value of metals, their magnetic qualities, uniqueness of coins, upsetting established businesses all come into the selection and production of a National coinage.

Some of these considerations were the topic of the Address given to N.A.M.A. Delegates at their Chicago Convention by the Director of the U.S. Mint, the Honorable Mary Brooks. Miss Brooks spoke about the shortage of coins, the need of new higher-denomination coins to combat the effects of inflation, removal of silver from U.S. 50c pieces and a new $1.00 coin and slugging.

The speaker said that the U.S. Government knew that the country's Vending Industry Coin Machines dealt with 94,000 coins per minute and this number would go on increasing as the industry grew in the general trend towards a self-service economy. Therefore, it was essential that the Coin Machine Industry had a public well supplied with coins of all denominations. But, in the past few years, this public has been hoarding half dollars at a fantastic rate and it has been a real problem to the Mint since 1964. 50c coins have been short ever since then. Over 1¼ billion 50c "Kennedy" coins had been minted; 433.5 million containing 90% silver; 858.5 million containing 40% silver yet few are circulating. This threw a burden on customers of vending who were denied the convenience of this coin to pay for the large numbers of items selling at 50c or higher. Convenience is an integral part of vending and that includes putting in the money. Said Miss Brooks, "So, it seems to me, the Mint's duty lies in pressing for a "circulating half dollar".

The dollar coin was one which also will come into more general usage as prices rise. It, too, should be a **circulating coin.** Under present laws, the Mint must produce 40% silver half dollars. But there was a Bill before congress to provide for silverless 50c pieces of cupro-nickel clad copper and 40% silver "Eisenhower" dollar pieces but in reality the Mint would like to see composite dollar coins too. Miss Brooks said that she was certain that the Vending Industry would ultimately find $1.00 coins "useful". She also said that by striking coins made of base metals the government turned a handsome profit and conserved scarce strategic metals at the same time. Seigniorage on 300 million $1.00 pieces would show a profit of $285,000,000 and $141,000,000 on a similar number of cupro-nickel-copper 50c pieces.

Slugging was a problem which the Treasury Department recognized. Every slug accepted by a Vending Machine cost its owner money. The Treasury will continue to do everything in its power to suppress slugging. The Mint's laboratory provides technical help to the F.B.I. and other bodies.

New Styling Offered on All Crown Seventy Two Series Merchandisers

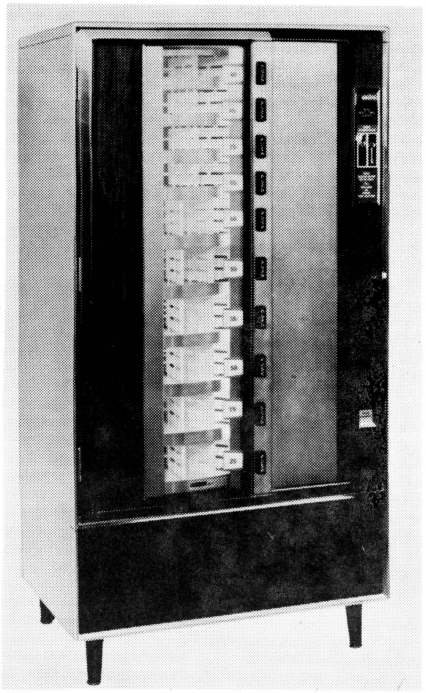
National Vendors, the world's largest manufacturer of automatic cigarette and candy merchandisers and an important producer of other vending machines, recently unveiled its Golden Furniture Line, an addition to the firm's popular Crown Seventy Two Series group of automatic merchandisers.

National Vendors, a division of UMC Industries, Inc., premiered the new merchandisers at the 1970 national convention of the National Automatic Merchandising Association at Donovan Hall, International Amphitheater, Chicago, Ill., November 7-10, 1970.

The Golden Furniture Line offers "furniture look" styling on various models in National's versatile Crown Seventy Two Series merchandisers. Each model has the same product capacities and field-proven operational capabilities as its counterpart in the standard Crown Seventy Two Series; however, the Golden Furniture units offer entirely new styling features.

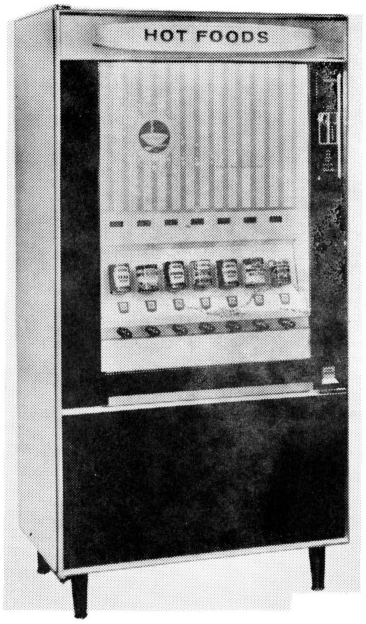
Design of the new group expresses the appearance of walnut furniture with trim in bronze, anodized aluminum extrusions. The basic cabinet color and leg assemblies are a rich, walnut bronze. Side panels and bottom panels on the face of the door are in wood-grained walnut finish.

National Vendors Golden Furniture Line, an addition to the firm's Crown Seventy Two Series, includes the two units shown above—the CDM-72 Golden Cooler cold drink merchandiser (left), and the HBM-72 Golden Brewer hot beverage merchandiser (right).



National Vendors has added six-inch legs and new coin mechanisms for the Wittenborg FM-72 (Golden Banquet) food merchandiser, shown in the view National Vendors is now the first vending machine manufacturer to offer a full line of merchandisers with six-inch legs to facilitate cleaning and sanitizing around the base of the machines. The Wittenborg Golden Banquet comes equipped with National's ACER Series 2540 coin mechanism, which accepts exact change only, or it can be ordered with National's optional ACER Series 5240 changemaker.

Both coin units accept any combination of nickels, dimes and quarters, and both protect the customer from making a purchase if an excessive amount of money has been inserted.



The New Changemaker version of National Vendors Crown Seventy Two Series HCM-72 (Golden Buffet) hot canned food merchandiser is equipped with the firm's ACER Series 5230 changer, which accepts nickels, dimes and quarters and returns up to 20c in change. It will make change while vending at any one, two, three, four or five of 25 five-cent price increments between 5c and $1.25.

"Mickey" Longpre Passes

One of the best known, most respected men in the dairy industry (and, latterly, vending as well) . . . M. E. "Mickey" Longpre of Vancouver, passed away from a heart attack on December 5th.

Mr. Longpre 70, formerly Western Sales Manager for Chocolate Products Ltd. had just begun his formal retirement after 32 years with the company. He was the first man hired by the then General Manager, of CPL, W. A. Weir. His job . . . sell the company's concept of brand name chocolate drinks to the dairies of Western Canada.

Mickey Longpre tackled this assignment with vigour and dedication. And it's no accident that over the years, CPL's sales in his territory were invariably at the top of the charts. He built a wide circle of friends in and out of the industry and his loss will be felt by both his customers and his associates.

Dutch Mill Hot Chocolate even gives coffee a run for the money

Nothing sells better than coffee. But one hot drink that runs a close second is our Dutch Mill hot chocolate. And that's because there are a lot of things to like about Dutch Mill. Things you'll like, and things your customers will like. You'll like the way it sells. Cup after cup. And you'll like the trouble free way it flows. Cup after cup. Because we make sure it does by tasting every shipment for a constant texture and flow.

And your customers? They simply like the way it tastes. Rich in flavour and consistently good.

Would you expect less from the chocolate specialists?

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Serving automatic merchandising
since that industry's inception in Canada.

CHOCOLATE PRODUCTS LIMITED
BOX 235, TORONTO 18, ONT.

DUTCH MILL HOT CHOCOLATE POWDERS (4 TYPES), DUTCH MILL LIQUID VENDING SOUPS (2 TYPES), DUTCH MILL DRY SOUPS (BEEF & CHICKEN), INSTANT VENDING COFFEE, DEAN'S NON-DAIRY PRODUCT, MOTHER PARKER'S SINGLE CUP & BATCH BREW VENDING COFFEES.

わずかなスペースで大きな利益
クボタヘルスコーダー

Vending In Japan

Vending Show 1970
And The State of The Industry With Statistics

1970 has been a year during which Canada has taken a great deal of official interest in Japan. Expo '70 in Osaka, new trade agreements and the visit of Prime Minister Trudeau to that country have served to make the two nations much more aware of each other than ever before. It is, therefore, only natural that Canadian coin men should be curious as to the state of the Japanese Coin Machine Industry. Japan is, unfortunately, a long, expensive way from Canada and not a part of the world to which Canadians travel extensively, apart from business reasons.

One Canadian Vending Industry member who has had the opportunity of visiting Japan and also taking a look at that country's Coin Machine Industry, is Art Moyer, President of MDM, Jordan Station, Ontario. Mr. Moyer's firm sells its well known and widely exported Vending Machines in Japan through Kubota Limited. MDM machines were on display at the Japan Vending Machine Manufacturers' Association Exhibition, held in Tokyo from the 7th to 9th of October. This was that Association's 9th Annual Exhibition; it attracted some 10,000 plus guests and visitors to see the latest in coin machines in that part of the world.

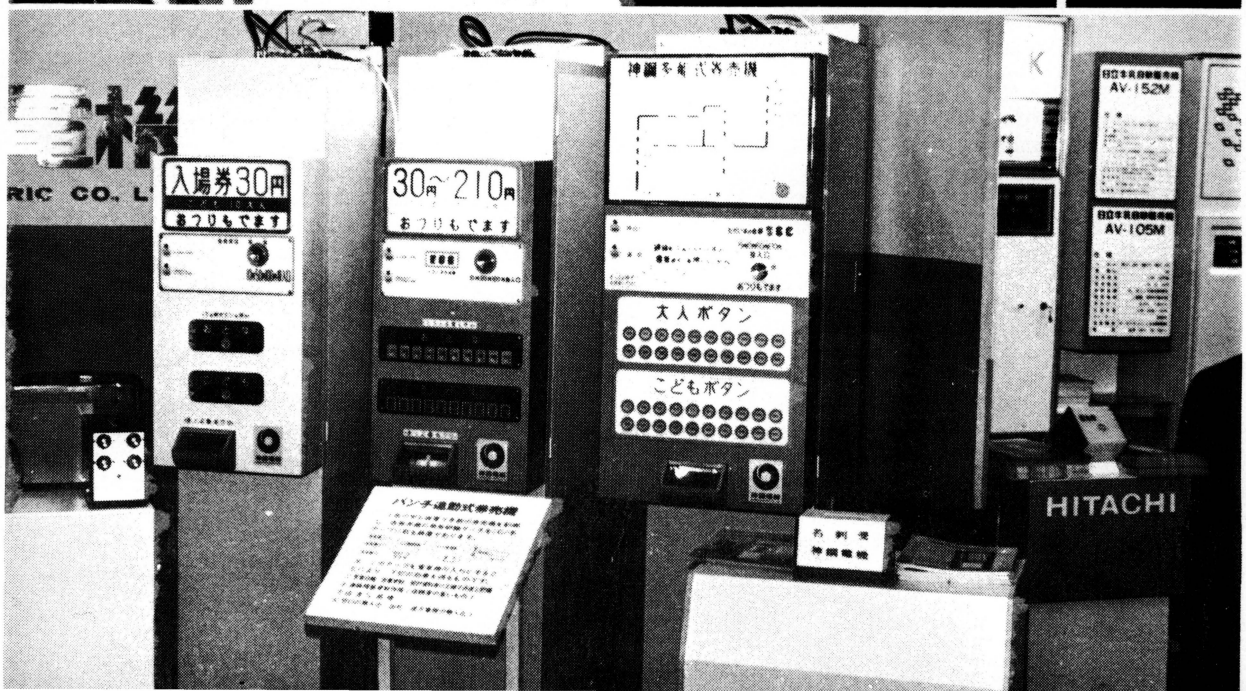
Mr. Moyer related that there were twenty-five different exhibitors showing mainly native Japanese machines, though Seeburg, Vendo, Rowe and Cornelius designs were also to be seen; these latter produced in Japan under license. Japanese designed machines were, for the most part, venders of tickets, tokens, cigarettes, chocolate, stockings, milk, bottled drinks, gum, foods, weigh scales, postage stamps, shopping bags, post cards, insurance, cup drinks, credit vending, bill changers, lockers, coin changers, etc. Vending of food and drinks in Japan is at a relatively early stage of development. Milk and soft drinks are fairly extensively vended, hot drinks from venders are just beginning to begin to move, confections do well but prepared foods are not yet sold through machines to any great extent. This is because, as yet, there is relatively little in the way of prepared foods either suitable for or, packaged for, vending.

Historically, foreign made stamp and post card venders appeared in Japan as early as 1902; candy dispensing machines were used in 1923 but as in North America it was only after World War II that Vending really came into its own. In Japan, this was hastened by the occupation of the country by American troops and the invasion by U.S. business which jointly took Vending machines of all sorts to Japan. Even so, the really big increase in Vending in that country has come about since 1959 and very largely for the same reasons as in the U.S. and Canada. Over the past decade, Japan has experienced a fantastic industrial boom and growth of its economy which has propelled it to the forefront of the world's industrial and exporting countries. With this boom has come, as elsewhere, labour shortages and rapidly rising labour costs. The greater convenience factor has also been a strong booster for automatic merchandising in Japan.

For the past five years the annual growth rate of the Japanese coin machine industry has run at around 30% and all indications point to this growth being maintained into the foreseeable future.

In 1968, there were in use in Japan just 20 short of 700,000 coin machines of all sorts. These did business to the value of $1,968,000,000.00 which is over 10 times that of Canada's Vending Industry's Annual Gross Sales. Japan has over five times Canada's population. Nevertheless this shows the great role coin machines play in Japanese national life.

As in most Western countries, the problems of the Japanese Industry, and particularly Operators, are very much the same. Operators usually purchase equipment directly from manufacturers without the benefits or otherwise, of distributors. Most of the products vended are also bought directly from manufacturers though some do come from wholesalers. Generally speaking, the margins of profit, particularly from the latter are low. Some Japanese Manufacturers are also Operators, and so are numbers of factories and chain locations, such as theatres, railways, stores. Numbers of Operators function as part timers or sideliners. The commission paid to locations is usually 10% of the gross take. The Equipment Manufacturers are in the position of directing, leading and showing the way to the Japanese Coin Machine Operating Industry. They finance and train Ops to use their particular machines and advise on locations, needs, expansion, etc, etc. Not so very different from in Canada, eh? What is very different, though, is the use of Vending machines to sell tickets on public transport, supply tokens for a great many products such as meals, and sell a great variety of sundries. In this respect, Japanese vending is much more akin to British Vending, where even before the war, coin machines rendered these many types of sales and services.



MDM President Art Moyer Was There — Some Of His Impressions

We are indebted to Art Moyer, President of MDM and the Publication and Statistics of the Japan Vending Machine Manufacturer's Association for the subject matter of this article. Mr. Moyer, whose well known Canadian Vending Machine manufacturing firm does business in Japan, is probably the only member of the Canadian Vending Industry to have had the opportunity to take a first hand look at Vending in Japan. He had this to say about his visit there in October:—

"Mr. Kokichi Morimoto, Manager, Automatic Machinery and Sales Engineering and R & D Dept. of Kubota Limited, our Japanese distributors, and Mr. Syori Sawatari, Director General of the Japan Vending Machine Manufacturers' Association, showed me around the Exhibition and I was photographed several times, probably because I was the only foreigner in attendance. It is probably by accident (?) that MDM equipment appears in the background of some of these photographs.

The MDM machine on display at the stand of Kubota Limited, MDM's distributor in Japan was our XB-5 type, small hot beverage machine which was operating very well. The majority of Japanese made equipment was for use in vending tickets of various types, such as for turnstiles, busses, railways, trains, street cars, etc.

I was given a demonstration by Kubota of their new ticket vending machine for use in cafeteria type restaurants. There were 60 selections on the front of the machine, in the form of the name of the dish, such as curried rice, hamburgers, fish and rice, etc. etc. The price was also shown. You would deposit coins up to, or above the value of the desired choice and as the coins were being deposited, there was a large illuminated readout window that immediately kept track of the amount of money deposited. When the purchase price of your choice appeared, you would press the choice button and the ticket would be vended, along with change if an overpayment had been made. The system was quite fast. The tickets were not printed but produced by a photo electric method. The customer would then take his ticket to the counter where the food would be handed to him on a tray.

Then Vending Industry in Japan is very active. At the Exhibition, there were 25 exhibitors, most of them showing Japanese equipment, but prominently on display were some American Machines made in Japan under license, i.e. Seeburg, Vendo, Rowe and Cornelius. There has been a very large number of cold drink vendors sold of various types and the trend now seems to be towards hot beverages. Increasing labour costs in Japan make automatic vending a desirable way to hold rising manufacturing costs. The same applies to offices, as with manufacturing."

Japan Vending Has Grown In Leaps And Bounds

1.	TICKETS	$1,251,023,000.00
2.	SERVICE	121,438,500.00
3.	SOFT DRINKS (Bottled)	100,010,000.00
4.	CIGARETTES	39,420,000.00
5.	SOFT DRINKS (Cup)	36,130,000.00
6.	DAIRY PRODUCTS (Milk)	21,315,000.00
7.	CONFECTIONS	20,568,500.00
8.	OTHERS	20,187,500.00
9.	DAIRY COMMODITIES	13,750,500.00
10.	HOT DRINKS	9,383,500.00
11.	PREPARED FOODS	3,590,000.00
12.	POSTAGE STAMPS (Postcards)	1,123,500.00
13.	DAIRY PRODUCTS (Ice Cream)	211,500.00
	TOTAL (U.S.)	$1,638,151,500.00

〈人件費節減に大きな効果〉

丸紅飯田(株)

Numbers of Vending Machines In Use In Japan

		1966	1968
1.	SERVICE VENDING MACHINES (Hair drying, dental floss, shoe polish, coin T.V., changers, others)	74,780	200,500
2.	CONFECTION VENDING MACHINES 50% packaged confection 65% owned by confection makers 35% bulk—independents	90,800	134,900
3.	OTHER VENDING MACHINES Perfume, sprays, portraits, oxygen, cash loans, plastic I.D. cards	67,470	110,960
4.	DAILY COMMODITIES — MISCELLANEOUS stockings, toilet paper, facial tissue, razors—rental of machines by Ops or location owned.	40,060	68,470
5.	SOFT DRINKS — BOTTLE VENDERS great increase—locations offices, hospitals, public service places, gas stations	24,830	60,850
6.	SOFT DRINKS — CUP VENDERS Vending juices—not selling well down from 1945—Nationally advertised type soft drinks beginning to climb	43,500	43,700
7.	MILK VENDERS Paper and plastic containers — machines run by manual milk dealers get good margin	10,800	25,900
8.	TICKET VENDERS Strong increase—railway ticket venders—10,000 per machine day. Meal and admission tickets — labour shortage help vending	7,310	24,760
9.	CIGARETTE VENDERS Tobacco—regulated—government monopoly, used when manual counters closed. Some Ops but legal commission only 8%	5,360	17,860
10.	HOT DRINK VENDERS Instant coffee in majority — best profit, limited by few Ops — 90% Ops sell chocolate	5,200	6,450
11.	PREPARED FOOD VENDERS Growth slow—public not accustomed to full line vending, Ops not used to it, Packaging not ready.	1,290	3,570
12.	ICE CREAM short operating history	190	310

NAMES OF MANUFACTURERS OF OTHER GOODS WHICH ARE FAMILIAR IN CANADA

These firms also build vending machines.

Hitachi—Tokyo — radios, etc.
Mitsubishi — Heavy industry, ships, aircraft — Vendo licensee
Sanyo—Tokyo — Radio-T.V.
Vendo—Japan

Members Of The Japan Vending Machine Manufacturers' Association

COMPANY
ANRITSU ELECTRIC CO LTD., TOKYO
PRODUCTS
Vending Machines for cigarettes, chocolate, stockings, tickets.

COMPANY
FUJI KADEN CO. LTD., TOKYO
PRODUCTS
Seeburg Corp. Licensee—milk, coffee, bottle and cup soft drinks.

COMPANY
HITACHI LTD., TOKYO
PRODUCTS
Cigarettes, milk, bottle soft drinks

COMPANY
HOSHIZAKI ELECTRIC CO. LTD., AICHI-KEN
PRODUCTS
Ice cubes, cup soft drinks, milk, hamburgers, coffee, tissue paper, coin changing.

COMPANY
KUBOTA LTD., OSAKA
PRODUCTS
MDM Distributor — milk, cigarettes, weighing scales coin passers, coin changers

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COMPANY
KOKUEI MACHINERY MFG. CO, HYOGO-KEN
PRODUCTS
Cigarettes, foods, coin changers, coin lockers chewing gum.

COMPANY
NAKAYAMA INDUSTRIAL CO. LTD. TOKYO
PRODUCTS
Tickets, cigarettes, coin changers, shopping bags.

COMPANY
NEW NIPPON ELECTRIC CO. LTD. TOKYO
PRODUCTS
Tickets, insurance, coin timer

COMPANY
NICO ELECTRONICS CO. LTD., YOKOHAMA
PRODUCTS
Postage stamps (cards), shopping bags.

COMPANY
NIPPON SIGNAL CO. LTD., TOKYO
PRODUCTS
Automatic Revenue Control Tickets

COMPANY
OMRON TATEISI ELECTRONICS CO. KYOTO
PRODUCTS
Credit vending system, tickets, bill changing.

COMPANY
SANKYO ELECTRIC CO. LTD., TOKYO
PRODUCTS
Milk, bottled soft drinks

COMPANY
SANYO BEVERAGE EQUIPMENT CO. TOKYO
PRODUCTS
Cornelius Co. U.S. - Bottle Soft Drinks, Milk

COMPANY
SHINKO ELECTRIC CO. LTD., TOKYO
PRODUCTS
Tickets, coin changers.

COMPANY
TAKAMIZAWA ELECTRIC CO. LTD. TOKYO
PRODUCTS
Tickets

COMPANY
TOKYO SHIBAURA ELECTRIC CO. LTD. TOKYO
PRODUCTS
Bottle and cup soft drinks

COMPANY
TSUGAMI MFG. CO. LTD., TOKYO
PRODUCTS
Licensee of Rowe International Inc.
Cigarettes, milk, coffee, foods, candies, bottle and cup soft drinks, bread, juke boxes.

COMPANY
VENDO JAPAN LTD., TOKYO
Subsidiary of the Vendo Co. - U.S.
PRODUCTS
Cigarettes, coffee, milk, foods, bottled soft drinks.

COMPANY
MITSUBISHI HEAVY INDUSTRIES LTD. TOKYO
PRODUCTS
Licensee of the Vendo Co. - U.S.
Cigarettes, coffee, foods, milk, bottle soft drinks.

Canada's vending growth rate over the comparable period also ran at 30% plus per annum.

経費節減と事務能率向上に

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BUNN-O-MATIC CORP. OF CANADA, LTD. 9
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Send for samples of their Hot Cups in 7 oz. and 8 oz. size.

CANADA DRY LIMITED 73
Taste their new Root Beer.

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"Things go better with Coke!"

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See their new Office Queen using Freeze-Dry Coffee.

CORNELIUS CO. LIMITED 11
Describes their Freeze-Dry Coffee machine dispensing 1000 cups.

DALE DISTRIBUTING 83
Send for latest in capsule and gum samples!

DAVIS DISTRIBUTING CORP. 34D
Roland Smith, Sales Manager looks forward to seeing his many Canadian friends at the Convention.

ELECTRONIC INDUSTRIES CORP. 34C
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EVERPURE, INC. 59
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offer the complete line of Vendo machines across Canada.

R. B. HAYHOE & CO. LIMITED 84
Drop in and see how "Hayhoe's quality coffee gives more cups per pound".

HENNESSEY COMPANY LIMITED 91
Compact new line of low-price vendors, ideal for the small and medium location

ICI SECURITY SYSTEMS INC. 78D
Many additional security devices are now available.

IDEAL VENDERS 34
Ideal Venders — will show you one of the most comprehensive range on can venders available in Canada.

IMPERIAL TOBACCO SALES 63
Have complete line of cigarettes for Vending Machines

KRISPAK LIMITED 48
15c salted peanuts for your venders.

LANIEL AUTOMATIC 51
Distributors for Northwestern Ball Gum and Peanut Machines.

LANIEL AUTOMATIC 30 & 31
"You can't name a Vending location that Laniel doesn't have the right vender for". See the Laniel line at the Convention.

LEAF CONFECTIONS LIMITED 39
One of the leading suppliers of quality brand ball bubble gum.

LILY CUPS LIMITED 84
Lily disposable can help you feed people. Anything, anywhere, anytime.

LITTON ATHERTON LIMITED 35
Full two year warranty on magnetron tubes in all Litton Microwave ovens.

MacDONALD TOBACCO INC. 71
Cigarettes for Vending Machines

MICROWAVE CANADA 79
Canadian distributor for the new Magic Chef MC-75 Microwave Oven.

MOYER DIEBEL 25
MDM invites you to make the Freeze-Dried Coffee Cash box test.

NATIONAL REJECTORS OF CANADA LIMITED 12
See their complete line of coin mechanisms.

NATIONAL VENDORS 47
Add Electric Candy Merchandiser to their complete line of equipment.

THE OCTAGON TRADING CO. 88
Coin operated shoe polishing machines.

PEPSI-COLA 23
"You've got a lot to live — Pepsi's got a lot to give".

ROCANCO INDUSTRIES LIMITED
Featuring a new line of venders. Write for all data. 46B

STUART BISCUIT CO. LTD. 6
Taste their delicious cakes, pies and biscuits — ideal for your venders.

STANDARD BRANDS 7
See their Planters and Jenny Lind products for Vending machines.

STANDARD BRANDS 45
See their Chase & Sanborn vending coffee and their full flavour line.

SOMERVILLE PLASTICS 4
Offer new plastic cups, dishes and cutlery.

STANDARD CHANGE-MAKERS, INC. 55
Now available! Canadian $1.00 Bill Changer.

STERLING TEAS 78C
The new Goodhost food products for manual food service at Sterling Teas

STUART BISCUIT CO. LTD. 48
See and taste their delicious cakes, pies and biscuits — ideal for your venders.

VACHON INC. 21
Complete selection of Vachon pastry line with the "just baked freshness" that stays.

VENDALL MACHINES LTD. 10 & 15
Manufacturers of Coin Control Devices.

VENDORS EXCHANGE INC. 87
Suppliers of used and re-built venders.

VOSCO'S 78C
Discount House with complete line of Ball Gum, Charms and Machines.

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See the new Westinghouse line of Venders

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Contact them for parts and supplies for all vending machines — over 1,200 items.

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How The Economic And Vending Equipment Situation In The U.S.A. Is Affecting The Canadian Situation

One of the many disadvantages of being closely tied politically or economically to a neighboring country is that it's usually a package deal – the bad comes along with the good. This is certainly true of Canada where a spillover of American problems and troubles often hits little Canada harder than they do economic parent, the U.S. This is something the Canadian Coin Machine distributing industry is finding out in a big way. Very ironic it is, too, now that so many machine sellers in Canada are simply subsidiaries of American Manufacturers.

What has happened in the U.S. and how it affects the Canadian situation is this. Geared to a high rate of production, U.S. equipment makers did not cut back fast enough to match the economic showdown in their own country. As a result they overproduced vending machines and at the same time heavily overloaded their distributors. With the consolidation of Operating companies into large national units, the sales pattern has also been changed. Mass buying direct from factories or from a single distributor from giant corporations' head offices has had the effect of wreaking hardship upon distributors in many outlying areas served by the big companies. For these main reasons there has existed in the U.S. a large surplus of brand new 1969 and 1970 vending machines. And, this large surplus has further been compounded by the fact that some of these corporate giant vendors have established large comprehensively equipped "factories" to repair, rebuild and update their own used equipment. And, they are also using their present equipment longer than before. This has further cut back sales of new machines and deprived smaller distributors of repair and overhaul work.

Yet another factor on the American scene is the amount of "paper" financing done to achieve sales. This is on a scale unheard of in Canada. The trouble over the last year is simply that the "paper" remains just that; buyers of equipment haven't paid in hard cash for what they have got. The result – distributors right back to the factories are short of hard cash and Ops aren't or are not presently in a position to pay up. All these things have created an extremely unhealthy situation South of the border. Some factories' financial positions have deteriorated badly as have those of many distributors. To get hard money in, there has been price cutting and bootlegging of equipment. Desperate distributors loaded down with equipment have been selling at below cost to cut their losses and keep going. Some have gone under. As a result – it has become very much of a buyer's market and natural profits have fallen drastically.

This, then, is the position in the U.S.A. into the third quarter of 1970.

In Canada, the situation so far has been nothing like as bad and some distributors have reported sales as excellent both in the East and the West. However, this is not universal. Once again back to the U.S. – so called "Canadian" Unions, in reality, American Unions, have gone on a series of strikes in Canadian heavy industry – usually also American, which have been major accounts of so-called "Canadian" Vending Operators, in reality American subsidiary companies. These have caused major layoffs and personnel cutbacks at the Operator level as well as cutbacks in equipment purchases. At the same time, low priced equipment-1969 and 1970 venders have been brought into Canada by the tens of truckloads to undersell the same items in the hands of factory approved or sponsored distributors here. All perfectly legal – no hanky panky – simply because of the equipment situation in the U.S. is in such a state, Canadian entrepreneurs can buy it there at well below Canadian wholesale costs, pay the duty and taxes on it and sell here really cheaply compared to its asking price from Distributors.

From the point of view of the Canadian Distributing Industry, this is a highly unsatisfactory state of affairs though Ops love it. And, until the U.S. position sorts itself out, the Canadian one isn't likely to improve – it may, in fact, worsen. If it's any consolation to anyone except Canadian Operators it's still selling the equipment of the same U.S. initial sources, their factories. And, there's still heavy competition for the different makers. It is contributing to the sopping up of the total production which will have to go somewhere and until this is achieved, there's not likely to be any return to "normality" as known in the past. It would seem to be a situation brought on largely by past production and sales policies of the major manufacturers. In time it will right itself; this may be more quickly than many people think at the moment. Vending sales are continuing to rise rapidly in Canada, labour costs go up and this makes a better case for Vending in places where Vending has not yet been employed. The Canadian minimum wages are to rise and this is bound to affect restaurant and catering operations to the advantage of automatic merchandising.

T.R.S. Food Services Nee Tony's Refreshment Service Of Oshawa Pursues Its Policy Of Expansion And Innovation

Flexibility And Diversion Really Pay Off In Difficult Times

Oshawa, Ontario's General Motors town is a pretty dismal city this Christmas of 1970, economically speaking, that is. Workers of Canada's largest single employer have been engaged in a wage and conditions dispute with the U.S. based Company for some months during which the car making plant has been shut down by a long and painful strike. As a result, there is a lot less money in a lot of Oshawa homes this fall and winter than there has been for years. And, all of Oshawa has felt it; business in that city of 85,000 has been and is, very depressed. But, one Oshawa company which has sailed right through this depressing episode with its colours flying high is T.R.S. FOOD SERVICES Ltd. of 800 Farewell Avenue on the Southeast edge of the city. This is no other than the Esposito brothers', Tony's Refreshments Services, under its new title and, its fortunate position results from two things — it is a diversified food firm and, it pursues a lively and aggressive sales policy. That it also provides excellent product and service at reasonable prices are the bases by which its sales and expansion policy have succeeded.

In 1951 — President Tony Esposito began a one man truck catering operation working out of his home. This was Tony's Refreshment Service and it prospered; two brothers came in a year later; Oshawa's first Vending machines were located by the fledgling company and the Pic-O-Mat Vending Division came into being in 1956. By 1964 Tony's was employing over 100 people using a large fleet of vehicles, 400 Vending machines and selling $1,500,000.00 worth of food, drink and other items in a year. As 1970 draws to a close the same company under its two year old TRS designation employs over 200 persons and has doubled its yearly sales from the 1964 figure. As then, Vending accounts for some one third of the total. None of this happens without a great deal of astute head work and careful attention to all aspects of the business. And, that is the main reason TRS isn't "crying the Oshawa blues" today. To quote Bob Sinclair "Sure we've felt this strike and our local truck catering business has fallen off badly but, at the same time we've won some nice new big accounts and our total sales remain well up over last year's."

Just imagine the position in which TRS would have found itself had it put all its eggs in one basket. If it were only manual caterers or truck caterers/ Vending Operators or, if

it served only Industry or, confined its activities solely to the City of Oshawa? Such a strike as that which has taken place at G.M.'s plant might very easily have ploughed under a non-diversified Operator — small or medium sized. Though a fair part of TRS's revenue comes from the city by no means all of it does nor, is it wholly or even largely dependent upon the local Automobile industry. Yet, TRS has, during the three month strike period sold a lot of food and drink there. Schools and hospitals still function undiminished, people still get married, die, dance, have parties and social functions. All involve people and, people must eat and drink away from home as well as at home and they call upon food service firms to provide it. So, TRS has kept going in Oshawa during the difficult 3 month period with plenty of activity to occupy its catering division and commissary.

Large School Accounts

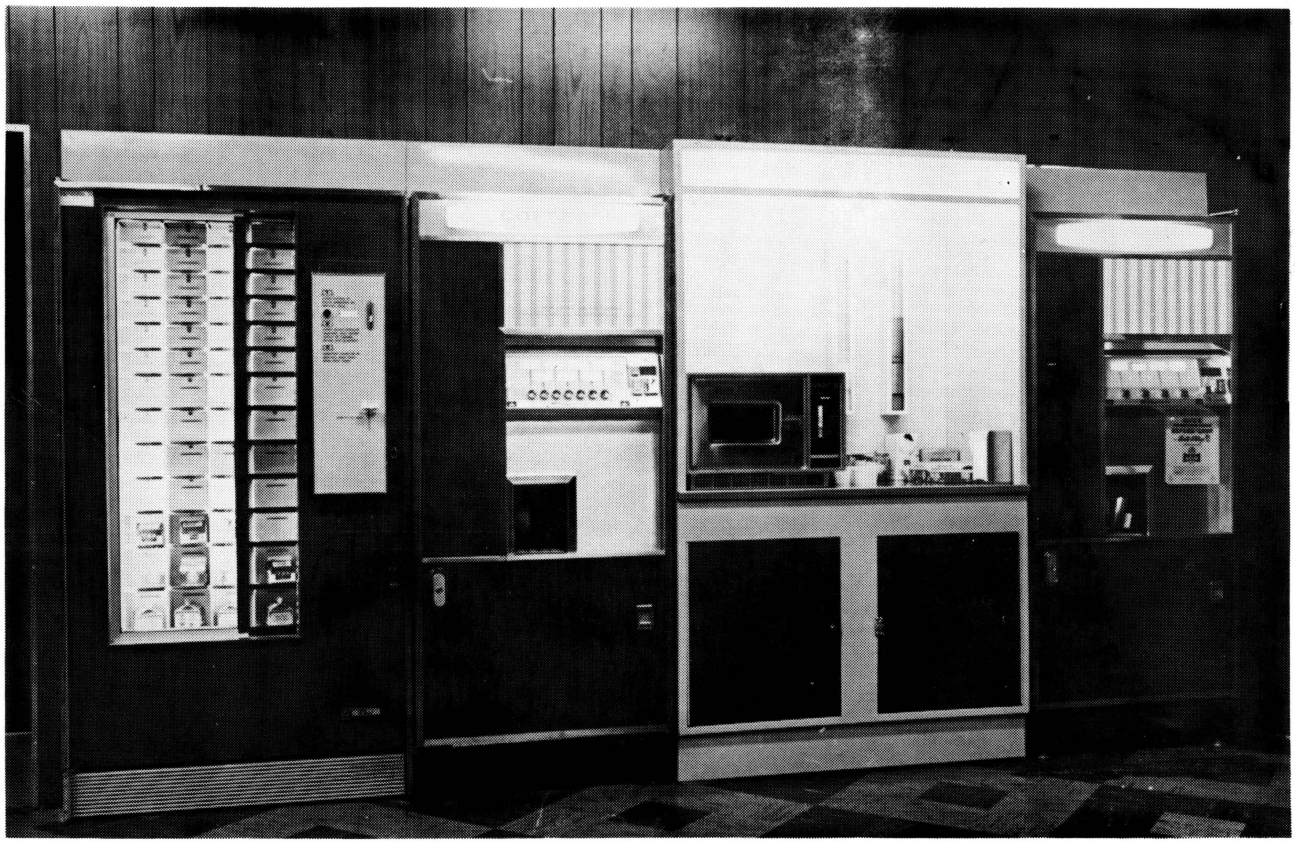
A notable expansion in the firm's activities has come about by the recent and new acquisition of important accounts. This is the second year in which TRS has served Oshawa's five High Schools and five Senior Elementary Schools (grades 7 and 8) in Pickering, Dumbarton, Ajax, Whitby and Oshawa. At these schools it runs manual cafeterias plus Countervend hot and cold buffet units. These units were pioneered by the company as far back as 1963.

Ontario Hydro's Nuclear Electricity Generating Station at Pickering, between Oshawa and Toronto, has a staff in training of some 350 people which will rise to around 600 employees when the station commences to generate. TRS Food Services feeds these people by means of a manual cafeteria augmented and backed up by Vending machines. Currently some 2,500 workers are also engaged in the construction of the plant.

It's in the Toronto area, however, where most of the firm's new expansion has taken place. Two of the newest accounts are Steelcase Canada Ltd. and the Goodyear Tire & Rubber Co. Steelcase Canada located north of Highway 401 in the Don Mills region of Metropolitan Toronto employ some 500 people engaged in the manufacture of office furniture and equipment. TRS has (early December) set up a joint feeding system using Countervend hot and cold buffets plus Vending machines. It has also been selected to feed and refresh the 3,000 employees of the Goodyear Tire & Rubber Company's large four-storey factory in New Toronto, west of the city proper. Until now Goodyear ran its own cafeteria and employed another outside Vendor. TRS will run a manual Executive dining room, the main cafeteria on a two shift basis using Countervends plus Vending machines and, throughout the plant it will locate Venders plus Microwave ovens. A mixed lot of Vending machines by Vendo, MDM, Rowe and National, 90 in all have been located, together with several Litton M-W ovens.

For the past six months, TRS has been Vending at North York General Hospital. There, the hospital runs its own manual cafeteria during the day augmented by the Venders. But during the evening and night, this manual operation has now given way to full Vending including M-W ovens. Cigarettes are sold by the Women's Auxiliary of the Hospital.

Other recent Metropolitan businesses served by the Vending division of TRS are Lockwood Surveys on O'Connor Drive, Countervend plus full line Vending, Allied Colour Laboratories (film processers) at Bathurst and King streets. This latter is a day and night operation employing two hostesses — Countervends and Vending machines.



The glass fabricating plant of Duplate of Canada in Oshawa which employs some 850 persons has also changed its food setup. Prior to coming to an agreement with TRS it had its own manually operated cafeteria plus Venders operated by an outsider. All this has now given way to countervends, attendants and Venders.

Well known food service man, Harold Brown, who ran Coffee Time Limited from Queen Street East, in Toronto, sold his company to TRS a year ago. Al Teeter is the Manager of this operation which now services principally office buildings through cafeterias and snack bars.

These new and extensive activities have necessitated greater output from the large commissary located in the 11,000 square foot Oshawa, headquarters building. This has been achieved by better use of space, more employees, improved methods and the installation within the last three months of a new automatic packaging machine which wraps sandwiches and bakery items at the rate of up to 130 pieces per minute and which can rapidly be altered to cope with different sizes and shapes. It is manually fed but cuts its own cardboard mounting cards, form fills and heat seals the cellophane overwrap into a pillow shape. This new piece of equipment bears the trademark of "Rose-Forgrave" — Gateshead-on-Tyne, England. It replaces a U 6 "National" machine from the Package Machinery Co. of Toronto and Montreal which had a wrapping rate varying between 12 and 24 pieces per minute. In action this new bit of equipment has to be seen to be believed; its output is quite fantastic.

Using Lates Innovations

Always innovative and "quick-on-the-draw", where new methods and ideas are concerned, TRS has gone over to freeze-dried coffee in a big way, selling it from machines and manually from its trucks. The locations at Goodyear of Canada and Ontario Hydro at Pickering vend freeze-dried coffee at 15c with good customer acceptance reflected in substantial sales. The catering trucks now use all "powdered" ingredients for tea, chocolate and coffee and only carry a supply of hot water. One of the firm's employees has devised a simple hand cranked dispenser which "throws" the set amount of freeze-dried coffee or other product into a cup to which the hot water is added. This makes for very speedy serving and no returns of unsold brews. Truck hot drinks sell at 15c; again the freeze-dried coffee has gone down well with customers, there have been no complaints about it, sales have been good.

Big Canned Drink Business

TRS also vends a great many canned soft drinks at 15c. Asked if the profitability of vending soft drinks in cans was worthwhile at that price, Mr. Sinclair had this to say, "Yes, it is, when you buy them by the carload and take into account that can venders are relatively cheap to buy compared with cup machines and there is no comparison when it comes to ease of servicing and reliability. This cuts down investment in outlay of cash and labour and results in very little down time because of machine unserviceability". You just don't get the problems with can venders."

Leaders in This Field

TRS has an impressive record in the food service industry as a rapidly expanding company which has always shown an exceptionally high degree of initiative in administrative and technical matters. Among the things it has employed — often the first to do so in the industry — are

* Production line assembly of sandwiches from a moving belt system designed and built in 1966 by the firm's commissary to give a 50% - 66⅔% increase in output per employee.
* It was the first firm in the industry to go to high speed packaging machines with the U 6 which multiplied manual efforts by anywhere from 150% to 466%.
* Early large scale use of Litton Micro-wave ovens.
* The design and use of Countervend — hot and cold mobile buffets for rapid lunch time feeding was an original with TRS or Tony's as it then was.
* The firm designed and had built in Oshawa to its specifications, aluminum bodied mobile catering truck bodies which showed great savings and advantages over previous types.
* Attended locations — if only for reasons of sanitation have always been a feature of this firm's philosophy.
* Supermarket type checking and control **out** at selling price of items — **in**-returns at selling price. Mid-

morning information on the accounts for the previous day.

* Now, even faster packaging and improved commissary methods and output.

What started as a one man truck "peddler" has evolved into this large dynamic, go ahead company. Apart from its forward looking management and every day practicality its diversified nature has been TRS's biggest asset in its growth. Without the ability to offer and do a great many different things in the retail feeding and refreshment business it simply couldn't have expanded or prospered as it has, nor could it have ridden out its home city strike without severe loss of sales. Really, it all revolves around the commissary/bakery where all food is made and packaged. The commissary is the "guts" of the whole thing — it enables TRS to tailor output as to variety and quantity to sales demands and it permits absolute control of quality which is vital. This explains the constant attention paid to this part of the business to improve efficiency and output because it supplies every Division of the Company. These are— the Catering Division under Bill Pape — which deals with weddings, parties, conventions, all sorts of special events. The Concessions and mobile Division under George Dugan which supplies food and refreshments to parks, clubs, and special events such as local carnivals, etc. Currently, it serves, among many other organizations, a large ski-club at Pine Ridge, between Oshawa and Peterborough, which has 3,500 members. The Vending and Cafeteria division (Pic-O-Mat) is run by Jack Menzie — it accounts for over 50% of the firm's sales. It is housed in new quarters to the south of the 11,000 sq. foot main building, the Commisary and Purchasing Division comes under Rocco Esposito who is also the company's Secretary-Treasurer. Bob Sinclair as Manager, Special Projects, deals largely with sales and public relations as well as acting as right-hand man to Executive V.P. Sam Esposito who oversees all operations. Founder, Tony Esposito is president and chief financial man of the company

In line with modern practice to create an "image" and "to identify", especially in the case of companies with diversified activities Tony's has adopted TRS Food Services Ltd. as its official title. The TRS logo has almost replaced any other designation on equipment cups, labelling, etc. Pic-O-Mat is giving way to TRS Vending Division though some articles in use still bear that earlier label.

Looking back to earlier days and our first article on this firm five years ago it is interesting to note that all procedures and innovations of the past are still in use today all-be-they, refined, altered, and improved. That says something for their rightness in the first place. Not only that, but some of them, such as Countervend — the buffet system, have been widely employed throughout the entire food service industry. Vending was originally gone into "to protect our catering from incursions by competitors". Today it is a vital part of the company but then so are all the other Divisions leading right back to the Commissary. One supports and encourages the other. Where something more than manual is needed Vending augments; when something more than Vending is required, manual or Countervend augments it. People complement machines, machines complement people. This gives T.R.S. the flexibility to divert its resources to where they are needed and can be used most expediently for profitability. A major home town strike of long duration whilst it doesn't help matters at TRS isn't catastrophic for the company either, as it could be where the firm less diversified, less flexible in its services and its locations.

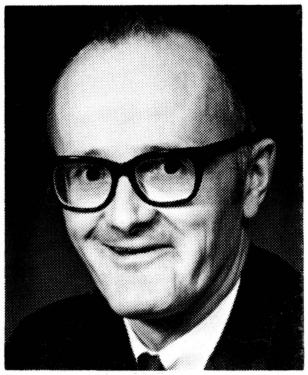
Men on the Move

Chocolate Products Appointments

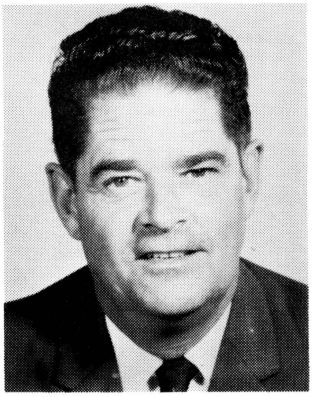
G. Hemming

Announcement has been made by Gordon Hemming, Vice-President and General Sales Manager of Chocolate Products Limited in Toronto, of changes and increases in the company's field sales force.

Western Sales Manager, Dave Roberts, has been transferred to Vancouver following the formal retirement of "Mickey" Longpre from the West Coast scene. Dave will give personal attention to the West Coast in addition to supervising all Western Canada sales.

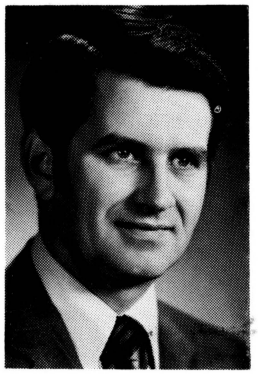


Operating out of Calgary, to cover Alberta and Eastern British Columbia, is Mr. Ted Forbes. Mr. Forbes, a native of Western Canada, has a lengthy background in sales, including experience in wholesaling and vending.

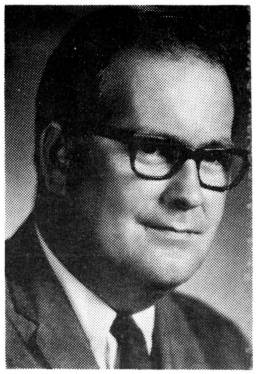


Mr. Harry Cuppage is now working from Toronto, and is responsible for Metro and the eastern and central areas of the province. His previous experience covers more than 20 years in the dairy industry.

These additions and changes, Mr. Hemming said, are a reflection of the company's continuing growth and its ever-mounting range of products, in both the dairy industry and the vending trade.



Jim Campbell



George Till

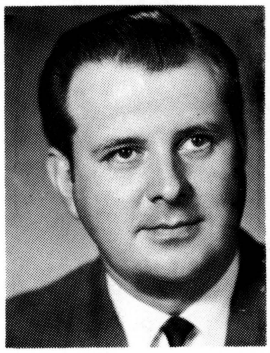
ccab Always ask, "Am I buying Qualified Circulation?", audited by

CANADIAN CIRCULATIONS AUDIT BOARD INC.

Lily Cup Announcements

• Mr. John J. O'Brien, Executive Vice-President and General Manager, Lily Cups Limited, announces new management responsibilities for Kenneth Page and Terry Birrell.

• Ken Page, formerly Comptroller, in addition to his previous duties now assumes the additional responsibilities of Personnel and Administration Departments, comprising Personnel, Sales Service, Production Planning and Industrial Engineering. In his new position, Mr. Page will be known as Manager—Service Administration.



• Terry Birrell, formerly Merchandising Manager, now directs the Purchasing Department in addition to previous responsibilities for Merchandising, Art, Duplicating and Packaging information Departments. Mr. Birrell will be known as Manager—Marketing Services.

Lily Cup Appointments

Mr. Douglas Hortin, General Sales Manager, announces changes in the structuring of Lily Cups Limited Sales Department.

Mr. George Till, formerly Metro Toronto District Manager, becomes Central Division Sales Manager with responsibility for all Company sales in Southern, Central and Northern Ontario and Northeastern Quebec province. Mr. Till is located in the Ontario Sales Office in Toronto.

Mr. Jim Campbell, former sales representative in Vancouver City and Vancouver Island, has been appointed National Accounts Manager, and will be making his headquarters in Toronto. Mr. Campbell's appointment recognizes the growing importance of a specialist to service the fast food market.

Mr. Brian Hurd, until recently Assistant to General Sales Manager, becomes National Packaging Manager, with total responsibility for sales of Lily packaging items and equipment.

Mr. Neil Armstrong becomes Sales Co-Ordinator, handling inside sales correspondence while retaining his previous duties as Packaging Co-Ordinator.

All men report directly to Mr. Hortin.

Maisonneuve Food Services Inc. of St. Laurent (Montreal)

Canada's Fastest Growing Firm of Its Type Specializes in Feeding University Students on Campus

If you are young, not long out of University and "with it," as the cliche goes, you obviously are in a highly favoured position to do business with people much the same as yourself. This has most certainly been the recent experience of twenty-five year old Gerry Pencer, President of Maisonneuve Food Services Inc. of St. Laurent, who makes his headquarters at that firm's new premises at 4950 Fisher Street in the western district of Montreal towards Dorval.

To this rapport with young people Gerry credits in large measure, his firm's outstanding success in gaining Vending accounts with the major Universities in the Province of Quebec in the Montreal area. Apart from this there is a large modicum of good service, good equipment, good product and realistic pricing, all the ingredients of a quality Vending Operation. Says Mr. Pencer on the matter of University accounts —Vending and Manual, "Today, University students are more and more playing a major part in the administration of the institutions to which they belong; they have a big say in affairs which concern them and this includes such things as feeding. We are all young people here and we can communicate better with students than older persons can; between ourselves and them there is no generation gap, we understand each other. Therefore, everything else being equal, they lean more favourably towards us. However, there is more to it than just that, from recent first hand knowledge we know the types of food they like, the portions they want and what they can afford to pay for them. These are some of the reasons, the main ones, perhaps, why we have "made it" with McGill, the University of Montreal, Chambly Regional School and five High Schools.

Apart from the extensive University accounts, Maisonneuve also serves Rolls Royce's Canadian Plant, not far from its own premises, Northern Electric, Dominion Glass, IBM and the Data processing centre of the Royal Bank, the Queen Elizabeth Hotel and Place Ville Marie and Steinbergs Ltd., among others. Interestingly enough, Maisonneuve does not operate routes in the accepted Vending fashion. Instead, it runs a series of large individual Vending locations — each more or less self contained with its own static personnel but receiving support and help from the company's headquarters and plant at St. Laurent.

Mr. Pencer takes to Vending quite naturally, his father is a soft drink manufacturer supplying products under a variety of brand names to the largest grocery chains in Canada. Whilst a Commerce student at Sir George Williams University in his native Montreal, Gerry got permission to install a few bulk Venders dispensing nuts. This was in 1964 and it went so well that with a friend he made the plunge into Vending to the extent of operating some 800 bulk machines the first year. His company still does a large volume of business in nut vending. Cigarette machines had been a feature of part of his father's business so they were added to bulk locations and then came drinks in Steinberg Limited Supermarkets and Miracle Marts, then came marriage in 1967 and a contract to feed Rolls Royce work people which involved not only Vending but a venture into manual feeding in order to satisfy customer demands.

Since then it has been rapid expansion all along the way, with a branching out into many aspects of comprehensive food management services and related business, the latest of which is a maintenance and janitorial division. This summer of 1970, Maisonneuve Food Services Incorporated (the name is new in order to more fully describe the firm's true nature), employs some 290 people, uses fifteen vehicles and has sales running at the rate of $3,000,000.00 gross annually. It vends, caters, provides food manually, janits and maintains. What started out six years ago as a part time bulk Vending Operation, is now a huge diversified company but still accounting for 40% of its business through Vending. It is one of the most rapidly growing businesses in Quebec and the fastest growing Vending and Food Services firm in Canada.

Asked if there was anything different about the product vended to University students, Mr. Pencer had this to say. "Young people at Universities get hungry, therefore, the food they like must be filling and there must be lots of it. Items such as pizzas and submarine sandwiches go over extremely well. We sell them out of cold merchandisers and to heat pizzas and hot items we provide Micro Wave ovens. Students are strong on snacks — buy a lot of them. Drink consumption, particularly that of cold drinks is quite fantastic by normal vending standards. Apart from providing the highest quality food and drinks our food portions at Universities are 50% larger than at most other locations and, of course, with students in particular, prices must be reasonable. Locations in order to attract the University crowd must be attractive and provide a relaxing atmosphere with considerable informality. We pay great attention to this and liaise closly with students to achieve these ends. I think it is important to realize that students are "natural" users of venders, they accept them readily and take to them far more

easily than do other people." On the subject of vandalism or machine damage, Gerry said that this was not a serious factor in his firms' Vending business; all locations were constantly attended by male hosts or female hostesses and apart from anything else, these people acted not only as deterrants but being on the spot were able to sort out equipment malfunctions, non delivery of goods after coins had been accepted and the like. This was most important and it paid off in satisfied customers and undamaged equipment.

Asked if the University located machines were sent out to other locations when "school was out," Mr. Pencer said — "No, this was the time during which they were comprehensively overhauled by the firm, ready for the next year." Explained he, "these machines take a hell of a beating merely from heavy usage, and they need a thorough going over. You may ask if this is economic, well it is, because during the time they are on location during the University year, they pump through simply colossal amounts of food, drink, cigararettes, etc. quite as much or more so than do Venders on more orthodox types of locations during a whole year." Some 40% of Maisonneuve's business is still done with Universities and their 40,000 odd people.

Maisonneuve Food Services Incorporated, as might logically be expected of a young firm with young personnel, makes use of all the latest business aids and that means the computer. This company leases computer time for the purpose of quickly obtaining vital information essential to tightly controlling the various facets of business and taking rapid effective decisions towards increased efficiency and profitability. Some of the information asked for and provided—accounts payable (monthly), payroll (twice monthly) consumption analysis — all food costing, inventories (daily). This service does not come cheaply but it more than pays its way by virtue of enabling the company to drastically reduce inventory and warehousing costs with resulting small capital tie up. It also ensures that money management is top rate — unnecessary interest is not paid, money owing is collected promptly and a close check can be maintained on all financial matters. By products of this rapid intake of information are, the ability to spot trends early, to take decisions quickly which, can avoid trouble or take advantage of a given situation, as the case may be. Much of this detail comes under the aegis of Sam Rubin, a young C.A., partner with Mr. Pencer, and the company's secretary-treasurer.

Maisonneuve Food Services Incorporated does not run routes in the generally accepted form. Rather, it operates a series of semi autonomous large locations, manual and vending as the requirements of the particular place demand. At each is a comprehensive store, holding a large stock of product and preparation and cooking facilities. All of these locations have their own staff who tend the venders. Even women hostesses have been trained to carry out running repairs on the machines. Fifteen station wagons and a two-ton truck are used, mainly for carting supplies to the locations. Some items are picked up directly from suppliers, others, including the cold food, sandwiches and pizzas come from the firm's own commissary; this is currently being enlarged to 3,000 square feet in area. As a measure of the firm's activity, its weekly usage of potatoes runs around 32 tons, it sells some 125,000 cups of coffee in the same period and daily, provides 6,000 full course meals for its customers.

Apart from Messrs. Pencer and Rubin, Georges Cyr is one of the company's key men. He has been with the firm from its earliest days and is currently its Vending Manager. On the first of June, Donald McPhie joined Maisonneuve as its Executive V.P. Mr. McPhie is the ex-Food Services Director of Sir George Williams University and is the President of the Food Services Executive Association.

On the current state of his company, business in Montreal at present, equipment and Vending generally, Gerry has this to say:

- "At one time I considered going through for pharmacy and making a career of it. However, I didn't and I am glad I chose Vending and Food Service. I find it exciting and interesting."

- "In many ways, Vending has become quite stabilized, the 50's were the years of real innovations when manufacturers of equipment were constantly bringing out new types of machines. For example, fresh brew coffee venders, single cup brew machines, taped coffee, it was similar with cold drinks. For years now they have brought out nothing really new .
We still use batch brew as well as single cup machines."

- "Local business is down this year to what it was last year. Sales are off by at least 10%—in our case they have been more than compensated for by our growth."

- "We like doing business with Universities because the volume is there and we get a huge captive population. This means volume of Sales per machine are fantastically high, and that makes for real Vending efficiency."

- "Without acquisitions of any sort, we doubled our sales volume last year and we'll do it again this year.

- "We are in the process of a major expansion right now which will see us Operating in Toronto this fall.

- "Our aim is to go National and go National fast; this is a rapidly growing field of great opportunity and we're growing even faster than it is."

Vehicles used are mainly Chevrolets; vending machines employed are by National for cigarettes and Vendo for full line products, Micro Wave ovens are by Litton. The vehicles are leased so there are no company maintenance problems with them. Well equipped shops and expert mechanics repair, overhaul and rebuild equipment at the St. Laurent headquarters. Three mechanics are also available 24 hours per day to go on outside service calls.

Due to the nature of this business, particularly due to its non route structure, two-way radio equipped vehicles have not been considered necessary but the Telephone Company's Bell Boy system has. It is used extensively to get "out" personnel to call in to headquarters and has proven entirely adequate. For the past two years, only cold drink machines offering ice in drinks have been used; though $600-$700 per unit more costly they have more than earned their extra cost in increased acceptance and sales volumes.

Continued on page 31

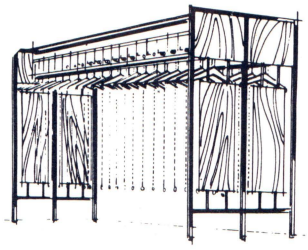
WHAT'S NEW ???

Introducing . . . "A Bright New Concept in Coat Checking"

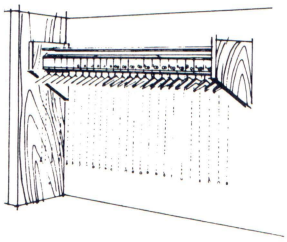
This will give you: 24 hour protection • theft insurance • liability insurance • relaxed patrons • increased prestige • decreased overhead • dependable service • an added income • relaxed management.

Will reduce or eliminate: annoying line-ups • employee problems • coat mix-ups • "not responsible" signs • maintenance worries • costly nuisance claims • installation expenses • non-profitable space • unappealing coat-racks.

Now there is a bright new answer to a problem you thought could only increase as your business increased. A complete answer to your coat checking problems. The Intercheck system is unique: a handsome wardrobe rack which we provide incorporating a patented, coin-operated method of locking each garment individually. With the knowledge that garments are safe from accidental exchanges or deliberate theft, both patron and management can relax. Considering that either free-standing or wall-mounted racks are installed without cost to you, there is small wonder that the Intercheck system is fast becoming the choice of fine establishments across Canada. Each coat-rack model is an attractive piece of furniture combining the warmth of presidential walnut with the lustre of satin aluminum.



DOUBLE-FACED MODEL



WALL-MOUNTED MODEL

also provide attractive demonstrators to introduce the service and staff for existing coat check rooms and special events.

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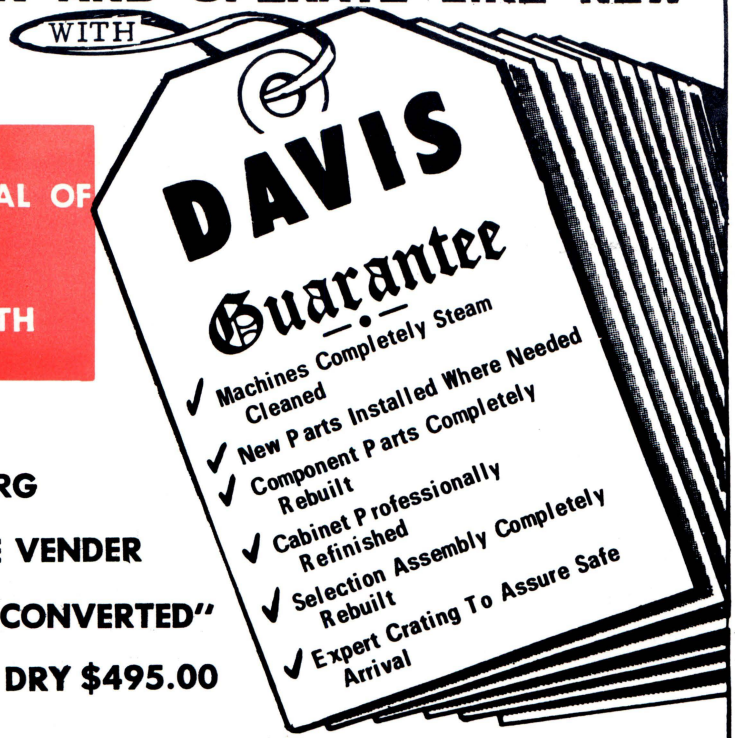
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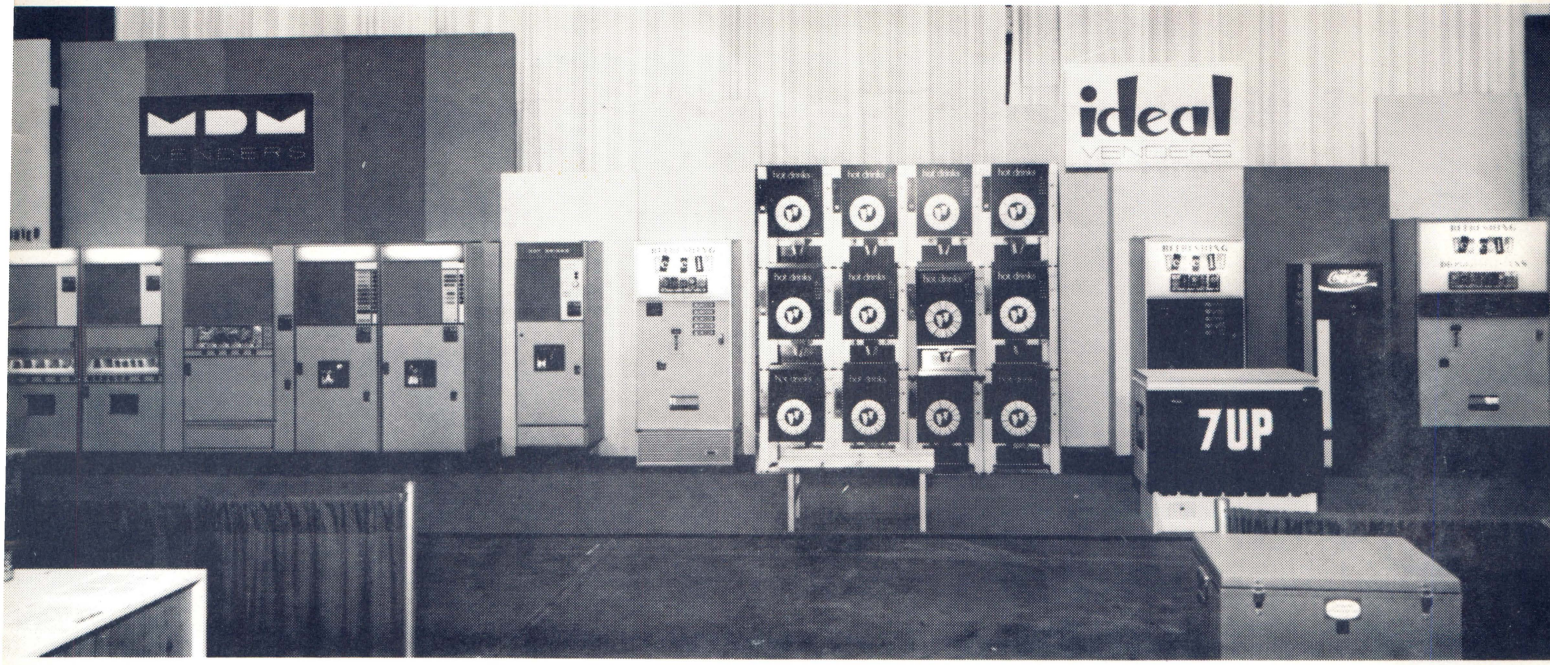
Donald A. Johnson, Dies, Once Executive Assistant to The President PepsiCo International

Donald A. Johnscn, of 78 Old Hill Road, Wesport, Connecticut, U.S.A., and formerly of Melbury Road, Long Island, died of a coronary occlusion on Friday, November 13, 1970. He was Vice-President and Executive Assistant to the President of PepsiCo International.

Until this year, Mr. Johnson had been President and Chief Executive Officer of Pepsi-Cola Canada Ltd. and Frito-Lay Canada Ltd. with headquarters in Montreal. He joined Pepsi-Cola Company in June of 1947 as Administrative Assistant and held a succession of increasingly responsible positions with the Company in the areas of Finance, Control and Administration.

IDEAL & MOYER DIEBEL DISPLAY AT CHICAGO VENDING CONVENTION



Two of Canada's leading manufacturers of vending machines, Ideal Venders and Moyer Diebel, recently displayed their products at the National Automatic Merchandising Association Annual Convention and Exhibition in Chicago. Over 9,000 industry representatives attended the convention and exhibit, the largest of its kind in North America. The convention was held between November 7th and November 10th at the International Amphitheatre.

Ideal Venders is the largest Canadian manufacturer of beverage coolers and vending machines, and Moyer Diebel is the largest Canadian manufacturer of snack and coffee vending machines.

Ideal Venders, a division of Eddy Match Company Limited, was on exhibit at the annual convention for the first time, Moyer Diebel for the third time.

Ideal Venders displayed four models of serpentine upright can venders. These models were:

The C-120AL, with a capacity of 40 10-ounce cans for use in small locations;

The C-160L, which is similar to the C-120AL but offers four selections of cold drink instead of three;

The C-250L, a five-selection type holding 10-ounce or 12-ounce cans, for use in standard locations.

And the C-480AL, a seven-selection type holding 10-ounce or 12-ounce cans, for use in larger locations.

Moyer Diebel displayed three models of freeze-dried coffee venders, the FD10, HBD7 and XB5. The company also displayed its CV52 chip vender; R350 snack vender; R200 pastry vender and W4 cold drink cup vender.

Maisonneuve

Continued from page 29

As a measure of machine usage — 26 units are sited in the Northern Electric Co.'s plant. 30 at McGill University which, being right down town also offers its staff and pupils many alternative eating places outside the campus.

Maisonneuve was in truck catering for a time but has now given it up. Apart from its static locations it does do outside catering for special events. These are mainly under cover but the company is able to provide up to 5,000 seats for such events. In the Montreal area, the Universities frequently rent out halls, and other of their buildings for non university events. This is right up the company's alley because it has facilities already handy which are ideal to cope with this extra business. In the manner of some of the large American food service corporations, Mr. Pencer's company also runs a janitorial and maintenance division which is growing rapidly. It has been found that Vending and food locations are ripe for these services.

British Vending — Generally Quite Different In Character To Canadian Vending — Runs Into Similar Problems

Vending Operations, wherever they are carried out, seem to be subjected to the same problems and Ops seem to be very much the same the world over. In Britain, the Vending Industry there has been slated before Health Authorities. Criticisms by the Managing Director of a large British Food Service Firm, which also operates Vending, run to — Poor state of equipment, poor product, poor service and poor water fed into drink machines.

The British Vending Industry functions on a somewhat different plane to that in Canada or in the U.S.A. On this side of the Atlantic it is the main run by food service and operating firms from huge corporations down to one man shows. In the British Isles, there are these but, in addition, there are also a great many machines run by locations themselves either with their own or rented equipment. For Canadians to begin to understand how this works, it is necessary to realize that Canada's largest single employer, General Motors in Oshawa, with its 12,000-odd workers, is a relatively small firm in Britain or on the Continent. There are hundreds of firms that large and larger and countless ones employing 1,000 people upwards. As a legacy of the last war in particular, but also because of more active and older Trade Unions, socialistically orientated over a longer time than those here, British factories have operated their own Executive, staff and workers' canteens for decades. Over the years they have built up facilities and experienced catering staffs and in many cases a single factory catering Division can make some of our larger Vending Operators look ridiculous in sales and food turnover. Moreover, several of these companies even ran farms to supply their own raw materials for the kitchens, in addition to which, they could, because of their size and demands, command excellent prices when buying. In addition, these operations have usually proven quite profitable. After all, with so much going for them and large "captive audiences" why shouldn't they? Rising wages and all round costs have created labour problems there as elsewhere so, catering and feeding divisions have turned to Vending to replace and augment their long standing manual services. This has meant large numbers of location owned or rented but certainly Operated, Vending Machines.

In cases where equipment is rented, the renting company usually carries out maintenance and repairs and corrects serious malfunctions; Operators only fill and collect. Rental firms have, it seems, proven very weak in keeping their equipment going once it is installed.

All this has taken place in little more than the past five years. Even today, Industrial Vending does not approach the percentage of total "Works" or plants it does in Canada or the U.S., but, it is growing fast. Vending Operators on the other hand are also relatively new and inexperienced be they Vending firms or divisions of large caterers. So, the situation there is quite different to here.

But, the troubles and problems aren't so different. It seems that in many Industrial locations there is a tendency to look upon Vending machines as "plant" rather than as a means to an end, that of dispensing food and drink. As a result service is poor. This is further enhanced by a serious lack of people trained to understand the problems of Vending. And, this applies not only to attendants but also servicing personnel. Apparently — a great many machines are scruffy, unreliable and the subject of poor service which results not only in frequent breakdowns but also of machines being "sold out" or mechanically out of action when needed or for too long periods.

As everywhere, sloppy or greedy Operators have been selling inferior product, weak drinks, wrong temperature drinks, unappetizing and mingy sandwiches and other foods. Some of this has been traced to bad water being used in hot and cold drinks.

All these things have got the public somewhat fed up with Vending with the result that confidence in it on the part of people has been lost. This is evident from the fact that although there is no general recession elsewhere in Britain, Vending is not being maintained. New installations were down by nearly one quarter in 1969 by comparison with 1968.

To correct this state of affairs, the British Industry is going to have to take ahold of itself. To this end, the country's Department of Health together with the Automatic Vending Association of G.B. had got out a code to cover the construction and operation of Vending Equipment. Quality control of product and intensive and complete training of Operating and Servicing personnel would have to receive a great deal more attention in the future than in the past. This was now being recognized and when it came to pass and things improved, Vending would again go ahead but not until then.

Men on the Move

VERSAFOOD ANNOUNCEMENT

Senior management of Versafood Services Limited has been strengthened by the appointment of William E. Emerson as president of the Company. Mr. Emerson fills the president's position following the appointment of Allan D. Baker as chairman and chief executive officer.

As founder of the Company, Mr. Baker has seen Versafood grow to become Canada's largest food service management firm with domestic sales reaching $60,000,000. In recent years, Versafood has also extended its operations into England, Germany and the Caribbean. With anticipated growth potential in overseas markets, Mr. Baker retains responsibility for the Company's international development.

Mr. Emerson joins Versafood following a distinguished business career with Pepsi-Cola Canada Ltd. and PepsiCo International. Immediately prior to his recent appointment, he was chairman of the board of Pepsi-Cola Canada Ltd. and vice-president and general manager, operations of PepsiCo International.

Since early 1969, Mr. Emerson's office has been located in New York. He now returns to Canada where he is well known in the business community.

Allan D. Baker, Chairman and Chief Executive Officer

Allan D. Baker is Chairman of the Board and Chief Executive Officer of Versafood Services Limited.

Founded by Baker, the company has grown, in 16 years, to over 60 million dollars of sales in Canada, and, as well, has associate companies in Jamaica, Germany and England.

Versafood employs about 6,500 persons. Its stock is listed on the Toronto, Montreal and Calgary exchanges and has nearly 50% of its shares on the Canadian market.

Among the company's accounts are hospitals, homes for the aged, universities, colleges, schools and leading business and manufacturing companies. Through Heritage Services, Versafood operates restaurants and hotels, including the 10-restaurant complex in the Toronto-Dominion Centre, one of the largest single food complexes in Canada.

Mr. Baker formed Baker Vending Services in 1954. In 1959, he became Executive Vice-President of Vendomatic Services Limited and in 1962, when the corporate name was changed to Versafood Services Limited, Mr. Baker was President of the Company. He was appointed Chairman of the Board in 1967. Until November 1970, he held the positions of Chairman and President.

Since the beginning of 1968, Versafood has owned Jiffy Foods Limited, a mobile catering company located in Toronto; Robert-Stewart Foods Limited, a producer of bakery products to the food service industry and retail outlets; Arco Automatic Retail Company Limited and Coffee Bar Corporation, operators of vending locations in Montreal and southern Ontario.

In February, 1969, Versafood purchased a 70% interest in Apetito-Fertigmenu, the largest processor of frozen pre-prepared meals in Europe. Apetito is located in Rheine, Germany, and is a supplier to industry, institutions, offices and restaurants throughout West Germany and is considered to have a tremendous growth potential within the European Common Market area.

In March, 1969, Versafood entered the airline catering business through the purchase of a 50% interest in Versair In-Flite Services Limited of Jamaica. This rapidly growing company services all air carriers operating out of the Island of Jamaica. It also operates air terminal restaurant and bar facilities in Kingston and Montego Bay. Mr. Baker is Chairman of the Board of Versair In-Flite Services Limited.

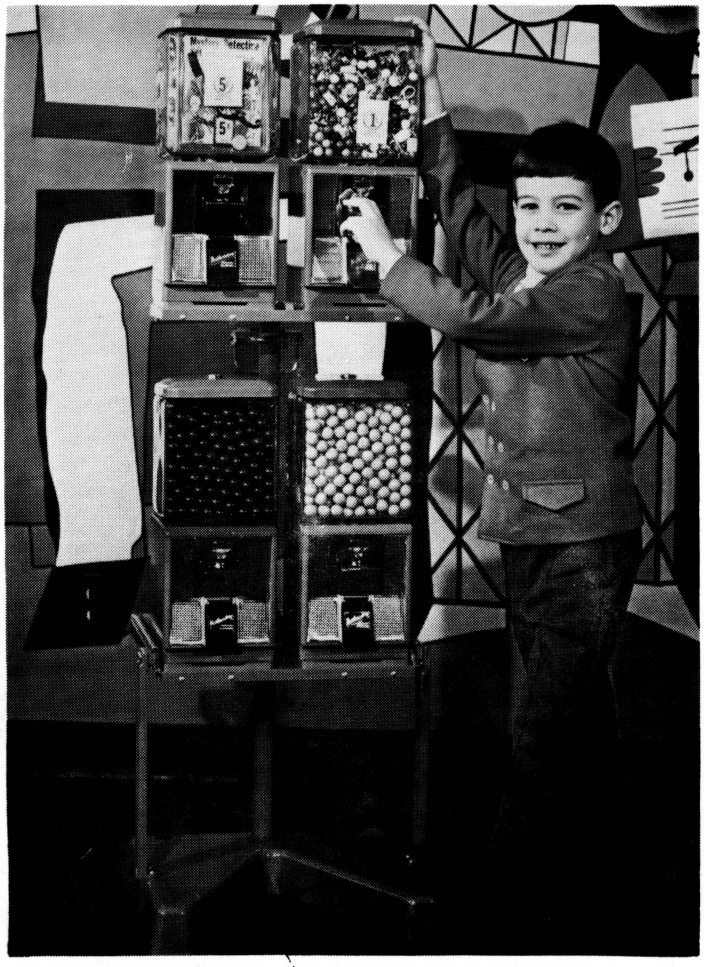
* * * *

B.C. Litter Legislation in Effect

B.C. is the first province to put litter legislation into effect, but other provinces have the matter under review. Pollution is certainly a high priority for public and press agitation and governments and business must take such representation into consideration. However, it is to be hoped that if further legislation is needed it will be better than that introduced in B.C.

Northwestern.

WONDERLAND OF KIDS



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Canada Dry Tries Out A Plastic Soft Drink Bottle in New York

Last month, Canada Dry began testing plastic bottles in public usage in the City of New York. It is offering customers its ginger ale in 12 oz. bottles of a new form as well as material. These are of a smooth, shoulderless shape like a small version of the no-return quarts They feature Alcoa aluminum screw top caps and are products of the American Can Co.

Coca Cola has been, and is, carrying out trials on Monsanto Chemicals plastic bottles in the Massachusetts, Rhode Island areas of New Bedford and Providence.

Rowe — Burglar Alarms Combined With Cheap Insurance for Venders & Juke Boxes

Rowe is offering low cost insurance covering repairs of damage, contents, money and product, in respect of Juke Boxes and venders on which their burglar alarm "wailer" system is fitted. Shows the confidence Rowe has in its alarm.

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SUPERMARKET POSTAGE STAMP DISPENSING

A new push-button, fully-automatic postage stamp dispensing machine has been introduced on the market. The electronically-operated Scribe Stamp Vendor eliminates hand folding of stamps by use of a casette which will accept coils of from 100 to 3,000 tacmps.

Its maker—Scribe Internationale (cq)—says the unit is similar to those being supplied to the U. S. Post Office Department. It has been extensively tested by the United States Postal Testing Laboratory.

Marketed in two models—the SI 100 and the SI 300—the stamp vendor can be factory set to vend stamps at either full value or at 80 per cent value. A security system allows only bona fide coins. It also has an anti-jamming device.

The SI 300 has three modules, providing combinations of 3 denominations of stamps—two 10 cent selections and two 25 cent selections. The SI 100 is a single unit and can supply one stamp combination. Six Pre-set models are available.

Additional details are available through the National Self-Services Postage Center, Inc., 430 Oak Grove, Minneapolis, Minn. 55403.

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December 1970

Dear Operator:

In 1967 MDM decided that the time was right to convince you that freeze dried coffee vending was the coffee service method for the future. We knew this would be a challenge, the Canadian operator has always been conscious of the need for high quality service and would not move hastily to an unproven concept. We also knew that the facts, the figures, and consumer acceptance were with us and that these factors could be demonstrated.

Now at the end of 1970 we can look out on a solid foundation of operator acceptance of freeze dried and the steady development of this in the U.S.A.

Your interest and willingness to try this approach to coffee service is sincerely appreciated. Thank you for your confidence.

Best Wishes for the Coming Season

Jay B. Moyer

On behalf of All the MDM Staff